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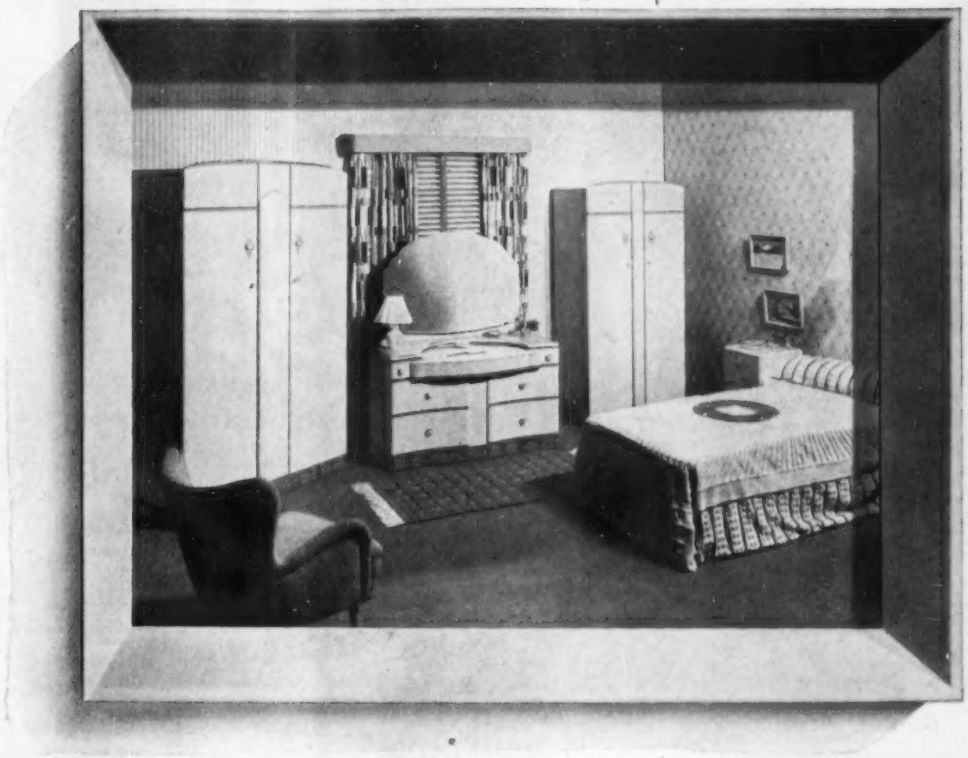

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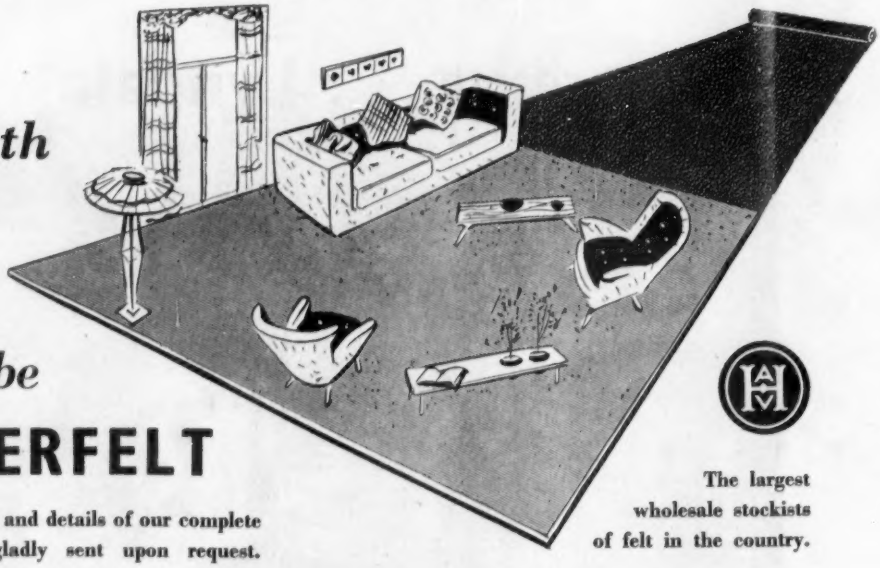

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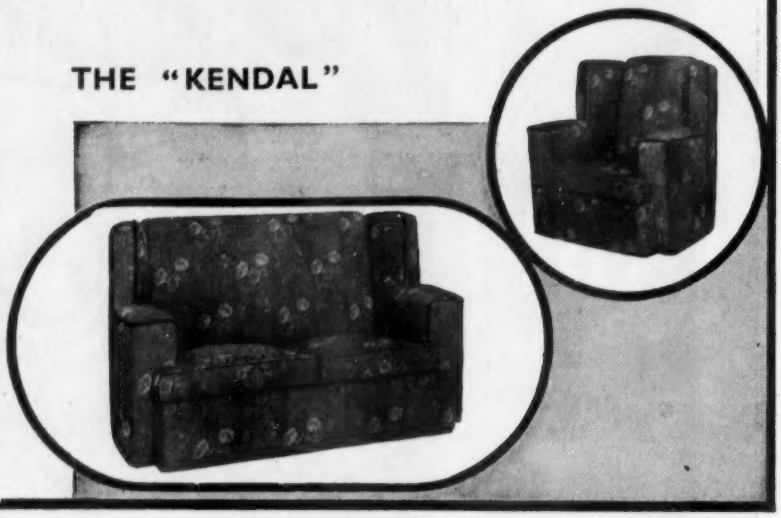

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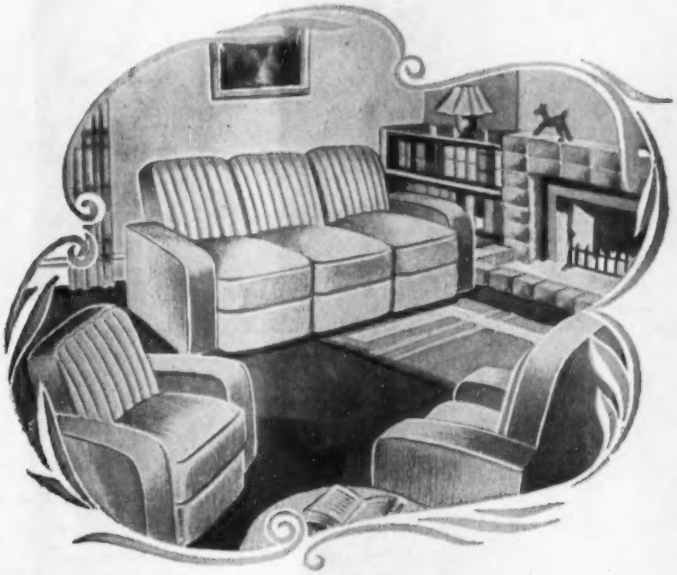

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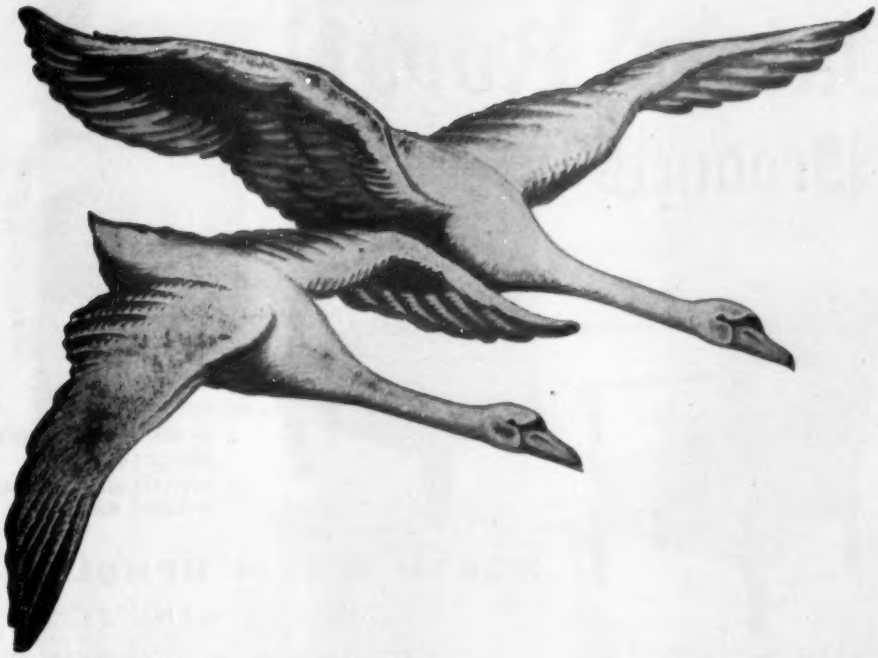

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G.F. 8

G.F. 32

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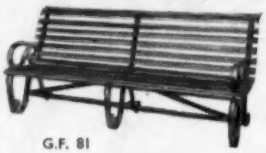
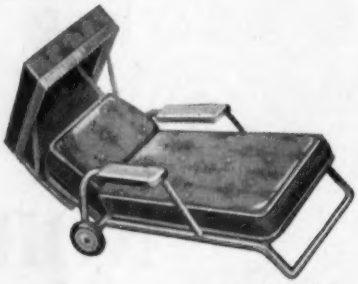


G.F. 81



G.F. 21

G.F. 64

G.F. 46

From List Nos. **17 & 20**

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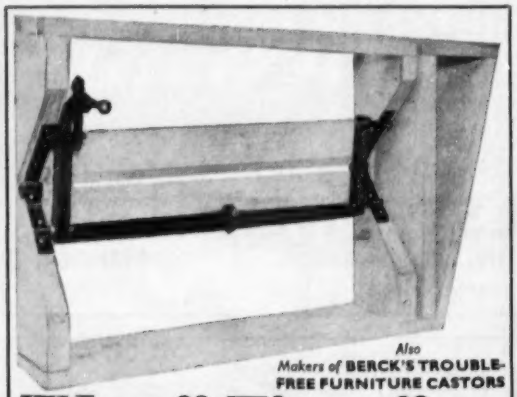

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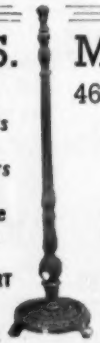

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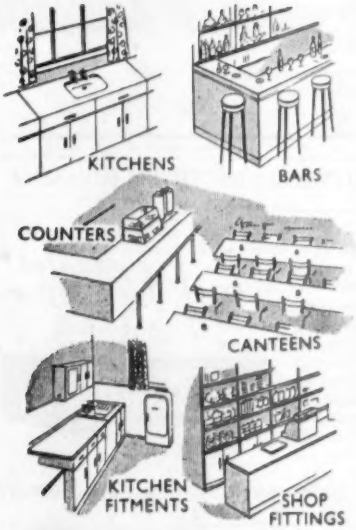

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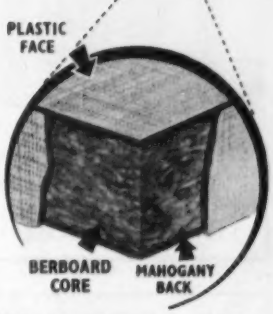

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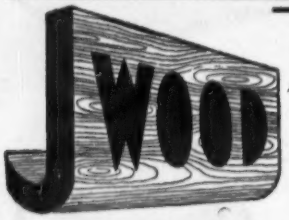

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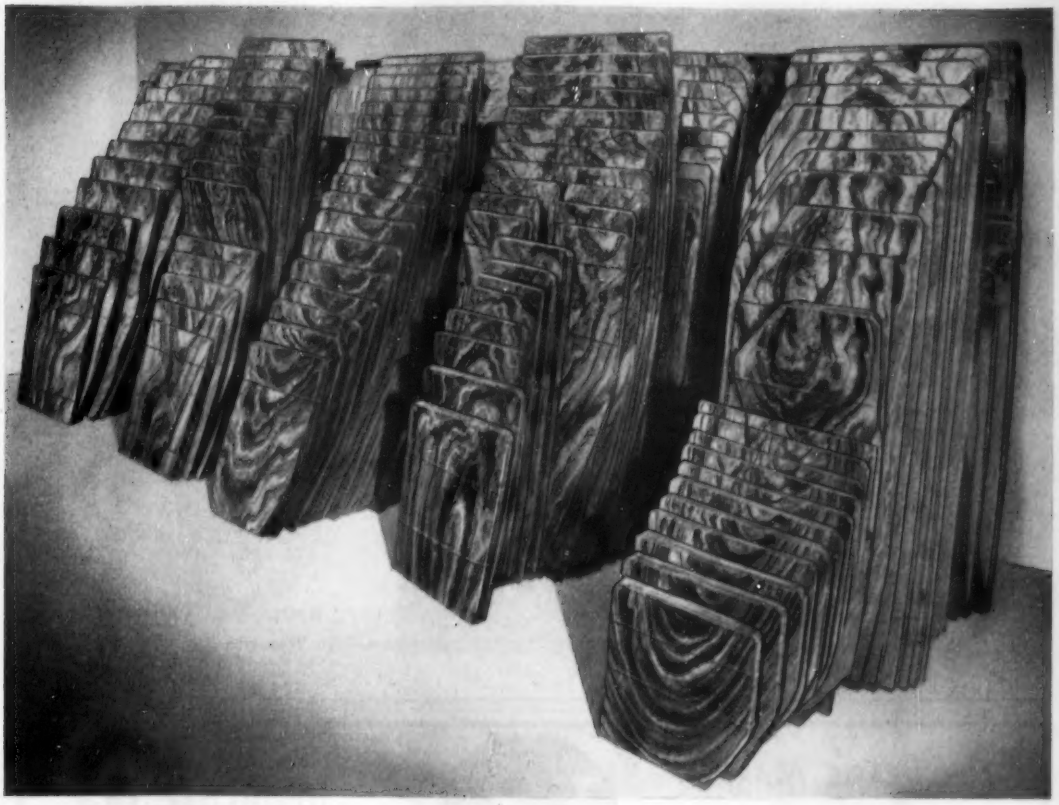

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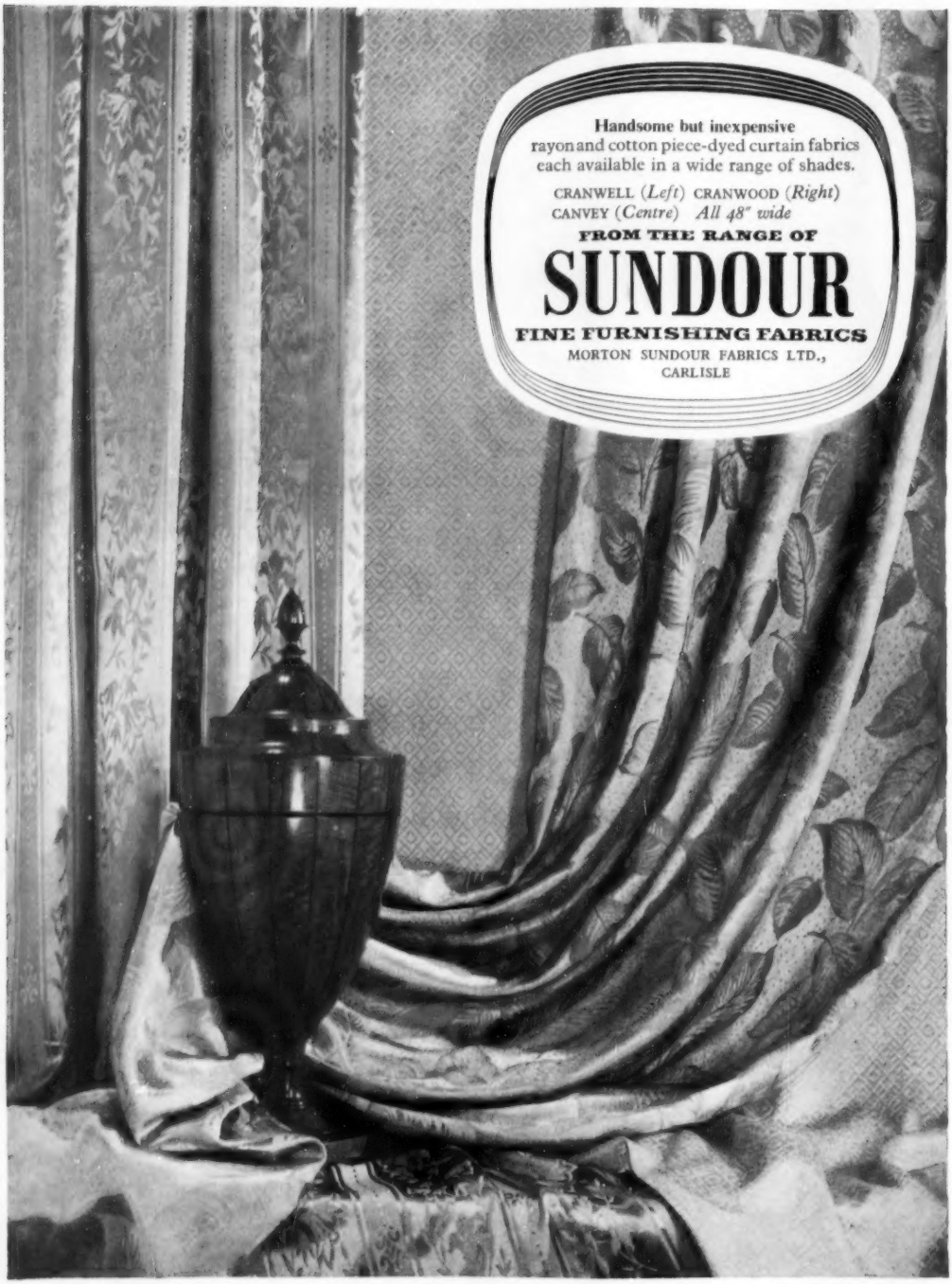
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Vol. XXXVII. No. 710 SEPTEMBER 3, 1954

Furnishing World

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"Don't Accept G.U.S. Offer"

Peckham Store Chief's Advice

THE directors of Jones & Higgins, Ltd., have advised their Ordinary shareholders not to accept any offer of £4 10s. for their £1 shares. They say that the asset value of the shares is more than £6.

This follows the offer by Great Universal Stores which was reported in last week's issue.

G.U.S. have now made their offer direct to Jones & Higgins' Ordinary shareholders.

In the course of its letter, the G.U.S. board reveals that G.U.S. already owns 9,169 of the Ordinary bought between June 15 and August 20 this year at prices between 69s. 6d. and 76s. 9d. a share.

The offer now made is therefore conditional on its acceptance by holders of 167,248 shares.

Jones & Higgins' shareholders are also asked to nominate Mr. L. A. Renshell, a director and secretary of Great Universal, as their proxy at the meetings to be held on September 9 and are provided by G.U.S. with proxy forms already prepared.

The directors of Jones & Higgins, in a further letter to share and debenture holders, refer to the short time which will be available for shareholders to decide what to do.

G.U.S. Agrees

Resolutions to adjourn the meetings to September 20 will therefore be proposed by the chairman on September 9 and, it is stated, G.U.S. has agreed to the suggestion.

In his letter to shareholders advising them not to accept an offer of £4 10s., Mr. G. H. Richardson, chairman of Jones & Higgins, says that the directors have every intention of selling the retained freehold premises as soon as possible after war damage repairs have been completed and of distributing to Ordinary shareholders the "substantial capital accretion" which is expected.

Edward Astbury Leaves New Day Stores

To Start His Own Firm

On right is Mr. Astbury

MR. Edward Astbury has resigned the general managership of New Day Furnishing Stores, Ltd., which has its headquarters in Manchester, and is to begin business as a complete house furnisher on his own account.

Mr. Astbury told a *Furnishing World* reporter: "I am negotiating for premises in Manchester and also hope to open a second store very soon. It is my intention to open other branches later."

Well-known in furnishing trade circles, Mr. Astbury played a big part in the development and growth of New Day Furnishing Stores, with which firm he had been associated for 27 years.

Along with Mr. Harry Brooks, the founder, who is now connected with Canadian and English Stores, Ltd., Mr. Astbury was associated with the opening of New Day's first store at Levenshulme, Manchester.

In 1932 he opened the Ardwick (Manchester) branch, a year later the Stockport branch, and in 1934 the Macclesfield branch. To-day, New Day control 77 stores.

Returning after four years' war work in aircraft production, he was appointed general manager of New Day in 1945.

Before opening the first of his shops, Mr. Astbury is dealing with inquiries at his home: "Carmel," Clifford Road, Poynton, Cheshire. (Tel. Poynton 2833.)

A New Day spokesman said that a new appointment had not been made following Mr. Astbury's departure.

NEW EIRE CO. FOR MORTON SUNDOUR

THE Donegal carpets section of Morton Sundour Fabrics, Ltd., has been transferred to Donegal Carpets, Ltd., 18 Suffolk Street, Dublin, a company formed for the purpose of taking over Morton Sundour's interests in Eire.

The factory at Killybegs, as well as personnel and plant, is included in the transfer and all Morton Sundour's technical resources are being made available to the new company, so that it can give effect to the policy of making Donegal carpets exactly as they have been made since 1898.

Further extension of the recently opened furnishing departments at Palmeira Stores, Palmeira Square, Western Road, Hove. 2, Sussex, now provides a total of 14,000 sq. ft. of showroom space for furniture and floorcoverings.

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Furniture Development Council Reports

Methods Study School For Furniture Makers

A METHODS Study School specifically for the furniture industry is to be set up by the Furniture Development Council, and the first course will begin in the London area on November 15.

The lectures will describe various methods of tackling furniture production problems such as machining, timber storage, assembly, finishing, upholstery, storage, and despatch. It will also deal with the control of production using the minimum amount of paper work; materials handling problems in the industry and methods of finding a satisfactory solution in each particular case; product analysis for discovering the best way to make a given item of furniture by existing facilities; and how to simplify production methods and reduce costs without a lowering of quality standards.

A trade unionist will give the Union point of view on methods of improving efficiency.

The course is open to qualified men in the furniture industry who are in a position to apply the training in methods study which they will receive. Practical work and lecture periods will be given equal prominence, and after the first two weeks the student will return to his factory for a week to apply the training he has received to his own practical problems in the factory. He will then return for a further week at the school.

The Council is being actively assisted by the new section of the Department of Scientific and Industrial Research established to help industries with the teaching of methods study. The course will be run by Mr. R. H. Glossop of the Furniture Development Council.

The cost of the course will be £45 for each student. This will include the individual tuition that each member will receive after he has made his first attempt at applying Methods Study in his factory. The fee will also include, if required, a visit to the student's factory after the full course, from the head of the school, to assist in any difficulties that may have arisen. It does not include board residence in London, but if requested the Council will make special arrangements for those requiring accommodation.

Each course will accommodate ten members, and the Council are planning to hold some four or five courses each year.

Applications, which will be dealt with in rotation, should be made to the Director of the Furniture Development Council, 11 Adelphi Terrace, Robert Street, London, W.C.2. These should give particulars of student's job, responsibilities and previous training, and confirm that his company will pay his fees and release him for the three weeks of the course.

. . . and Marketing And Sales Course

IN response to requests from furniture manufacturers, a short week-end conference has been arranged by the Furniture Development Council, with the assistance of the Sales Managers' Association. The conference, which is for senior executives in firms registered with the Council, begins on Thursday evening, November 18, and finishes on Sunday evening, November 21. The attractive country house, Roffey Park, near Horsham, Sussex, has been chosen for the conference, and some 20 to 25 students can be accommodated there.

Expert speakers will open discussions on market research, the agreeing of production and sales plans, the recruitment and training of salesmen, sales office organisation, control of sales budgets, and similar problems of manufacturers.

Those wishing to attend should apply to the Director, Furniture Development Council, 11 Adelphi Terrace, Robert Street, London, W.C.2. The charge for the conference is £6 15s. 0d., including full board.

Report On German Visit

A REPORT has now been published by the Furniture Development Council of the five-day visit to Germany which was arranged by the Council last April.

The report gives general impressions of the Fair and a review of the more significant machines and materials seen there. The second section describes in detail the four factories which were visited.

A complimentary copy of the report will be sent to any registered firm on application to the Furniture Development Council.

Design Course For Directors, Seniors

OVER the past four years, the Council of Industrial Design has held a number of successful residential courses on furniture for retailers. These have, however, been addressed mainly to salesmen and junior retail executives.

Now the CoID is to hold a residential conference on furniture design. This conference is intended only for directors and senior representatives of the retail furnishing trade. It is to be held at the Compleat Angler Hotel at Marlow in Buckinghamshire, from October 25-27. For the convenience of senior executives, the conference is being restricted to 2½ days.

The purpose of the conference—the reason for its being planned at director level—is to take stock of the present design situation in the furnishing trades and to discuss likely future developments and their commercial impact on retailing policy.

Makers' Problems

Talks will be given by authoritative speakers on modern furniture and interior design, its historical background and the problems of the manufacturer. An open forum and discussions will also be held.

The practical value of these discussions will be greatly increased by the presence of a number of furniture manufacturers who have been invited to join the meetings. Visits to furniture factories in nearby High Wycombe will also be included in the programme.

The inclusive charge per head is £10 10s. Applications should be made as soon as possible to the Retail Section, CoID, Tilbury House, Petty France, S.W.1.

The programme of lectures is: "The Modern Movement," by Mr. George Trevelyan, B.A.; "An Analysis of Modern Furniture Design," by Mr. David Pye, A.R.I.B.A., M.S.I.A., furniture designer and tutor, Royal College of Art; "Trends in Interior Design To-day," by Mr. Misha Black, O.B.E., director, Design Research Unit, president, Society of Industrial Artists; "Problems of the Manufacturer," by Mr. Ralph C. Sunley, managing director, E. Atkins, Ltd., member, Council of Industrial Design.

Stevens & Mercer Ltd., Blackburn furniture manufacturers, are to convert a warehouse in Mary Ellen Street into a chair factory.

"Take-Over" News

Bid For School Furniture Firm

"A tentative approach has been made with a view to an interested party obtaining control of the Educational Supply Association," said the chairman, Mr. W. R. D. Crowther.

He does not know whence bids may come, but any precise information will be made known to shareholders immediately.

Meantime, the board recommends holders not to sell until the advice of the directors has been received regarding any offers they may receive, "no matter from what source they may come."

NEW DAY DENIAL

Rumours of a take-over have been denied by Mr. John D Mills, managing director of the New Day Furnishing Stores group.

Mr. Isaac Wolfson's Great Universal Stores have been freely mentioned in the rumours as a likely bidder.

Geo. M. Brown Buy Chelmsford Store

The property and stock of Rankin's, Moulsham Street, Chelmsford, have been taken over by George M. Brown, Ltd., the Gateshead furnishing chain.

Brown's also recently bought Brand & Sons, Ltd., Ipswich. Their buying offices are at 1-3 Morwell Street, London, E.C.

Rankin's was founded in 1892 by the father of Mr. H. Rankin, managing director.

Furnishing Business Sold

For many years in business as a furnisher and upholsterer in Osborne Street, Grimsby, Mr. Jack Mitchell has retired and has disposed of the business to a former employee, Mr. G. W. Greenleaf, who will continue the business under the former name.

New Branch At Beckenham

Latest development by D. L. Davies, nursery furnishers, 96 High Street, Croydon, Surrey, is the opening of a new branch at 185 High Street, Beckenham, Kent. This follows the firm's recent opening at 130 Western Road, Brighton, Sussex. The business now has a chain of eight shops.

N. N. Jones Leaves "Rufflette"

Ad. Campaign Was Too Successful

FOLLOWING the phenomenal success of a promotional campaign which led to a heavy over-expenditure of his firm's Spring advertising budget, Mr. Norman Jones, after 21 years as manager of the publicity division of Thomas French and Sons, Ltd., Manchester manufacturers of "Rufflette" brand curtain tape, hooks, rings and curtain runway, is leaving the Company on September 10.

"Contact," the Thomas French house organ, discloses that "the reason for Mr. Jones's departure is connected with the unexpectedly overwhelming response to the promotional campaign this year in which free copies of a full-colour brochure giving advice on curtain styles and hanging were offered to the public."

"This tremendous demand brought about a heavy over-expenditure of the Spring advertising budget," "Contact" adds. "From the inception of the campaign the public's response was phenomenal.

"Single advertisements brought in thousands of replies. A special staff of 22 had to be engaged to deal with the letters flooding in from those wishing to take advantage of the offer.

"The campaign stimulated the interest of women in all walks of life in the subject of new curtains, and continues to do so. There was a continuous boost in the sales of 'Rufflette' brand curtain tape, hooks, rings and curtain runway while the campaign was operating.

"It was realised at the beginning of the campaign that there was a definite need for this type of brochure which could be consulted by women when they were thinking about having new curtains or modernising their curtain hanging methods. But the extent of the demand exceeded all expectations.

"Mr. Jones started a hare he could not catch, with the consequent overspending in the appropriation."

4,000 Sq. Ft. More For Furniture At Welwyn Store

LARGE-SCALE expansion of the allied furnishing departments now under way at Welwyn Department Store, Welwyn Garden City, Herts, follows the removal of the store's administration offices from the first floor to another part of the building.

The vacated space has been converted into a large showroom extension giving the furniture department an additional area of 4,000 sq. ft., adjoining the existing showrooms on this level for traditional and reproduction furniture, bedding, floorcoverings, nursery equipment and kitchen furniture.

Interviewed by a *World* reporter, Mr. H. E. Cockle, furnishing buyer, said: "The whole of the new extension is devoted to special displays of New Elizabethan furniture, and we are experiencing a big demand for this class of merchandise."

Other plans in hand will shortly provide extra space for the soft furnishings section when further reorganisation has been completed.

Miss E. Bachelor, soft furnishings buyer, stated: "It is hoped to double the present space for furnishing fabrics. A separate department for quilts is to be introduced to tie-up with the bedding showroom."

Mr. H. E. Cockle, furnishing buyer, of Welwyn Department Store, with Miss E. Bachelor, who buys soft furnishings. ("World" picture).

125 Years Of Furnishing Service To Scotland

Wylie & Lochhead's Proud Record

FROM Monday of this week until September 18 the famous Glasgow furnishing firm of Wylie & Lochhead are celebrating their 125th anniversary.

They are holding a display of furniture typical of the periods covering the seven reigns from William IV to that of our present Queen.

This exhibition is in the window and centre gallery of the store, and begins with early Victorian pieces showing Regency influence.

Then comes a setting of absolute Victorian influence and after that Victorian furniture upholstered or dressed with modern fabrics.

After that the visitor sees arrangements of modern and Victorian furniture which show the many ways in which they can be associated.

Finally, there is a selection of completely contemporary furniture.

The exhibition also includes coloured sketches of Glasgow 124 years ago from Swain's collection, and a large assortment of glass, china and ornamentations. There are also one or two collections of objets d'art, such as clocks, covering a period of more than 2,000 years.

Simultaneous with the display in the store is Wylie & Lochhead's stand at the Kelvin Hall Scottish Industries Exhibition. On this stand is shown a wide choice of furnishings and appointments including a ship's cabin, ecclesiastical furniture, certain occasional pieces and a cocktail bar, work from the firm's bedding and joinery factory, and a carver who demonstrates his craft on the stand. All these products, including the stand, were made in Wylie & Lochhead's Kent Road factory.

The firm was founded in 1829 by two brothers in law, Robert Wylie and William Lochhead, at 164 Trongate. During the first part of the firm's existence it had many homes for its rapidly expanding business before settling in Buchanan Street.

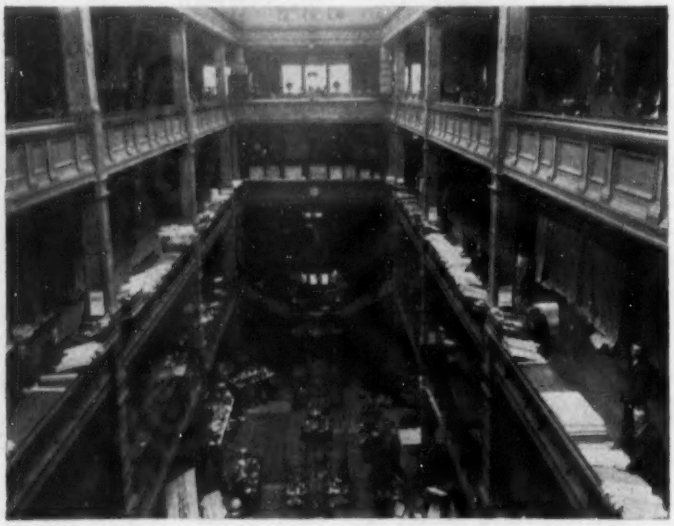
In 1883 came disaster when a fire completely destroyed the premises, the damage being estimated at £200,000 or £1 million at to-day's values.

But within a year the premises were rebuilt and the business carried on.

Shortly after World War I, the buildings on either side of the store were taken over and in 1936-37 the new shop front was installed.

The company also have a large cabinet making and upholstery factory and take pride in their claim to be the first and foremost ship furnishers in the country. The largest vessel for which they received a contract was the "Queen Mary."

The family tradition was maintained in Wylie & Lochhead until quite recently. The firm is at present managed by Mr. John D. Stewart, C.A., who has many years of service. A director is Sir Robert Hobart, Bart.



An interior view of Wylie & Lochhead's store at the turn of the century.

British Furnishings In Swedish Chamber

WEST German exports to Sweden in the first six months of 1954 exceeded our own by almost £5 millions. British businessmen, disturbed by the rapid growth of German trade with Sweden, have joined with Swedish importers to set up a British-Swedish Chamber of Commerce with headquarters in Stockholm.

The Council of Industrial Design was invited by the Federation of British Industries to plan the furnishing and colour schemes for the two rooms which are the British contribution to the Chamber.

British manufacturers who gave furnishings are:—

Reception Room: Thomas De La Rue & Co., Ltd., one reading desk with grey "linette" Formica top, specially designed; Buoyant Upholstery Co., Ltd., two low-backed easy chairs, two 4 ft. 6 in. settees, 57/1/1, upholstered grey and cerise; Ernest Race, Ltd., two chairs, BA3, upholstered red; Royal College of Art, six lithographs of British scenes; Warner & Sons, Ltd., sateen fabric, T429/9, yellow; Cole & Son (Wallpapers), Ltd., wallpaper, 95401, grey and white; Federation of British Carpet Manufacturers, carpet, BS429, grey.

The Office: Roneo, Ltd., two desks TR/4, U Series, metal; H. Morris & Co., Ltd., two bookshelf cupboards, 1349, mahogany; Gordon Russell, Ltd., nest of three tables, R602, mahogany; Ernest Race & Co., Ltd., two chairs, BA3, upholstered black; Warner & Sons, Ltd., cotton and rayon fabric, K170/15, grey and white; John Line & Sons, Ltd., wallpaper, Osterley stripe, grey and white; Federation of British Carpet Manufacturers, carpet, 3308/6137, olive green, with dark green medallion pattern; General Electric Co., Ltd., four fluorescent circle light fittings, F36627; British Replin, Ltd., wool fabric, yellow, for upholstering armchairs.

Further gifts are on the way from the Loughborough Cabinet Manufacturing Co. and S. Hille & Co., Ltd.

Director Admits £23,000 Hire Purchase Frauds

"A Stooge For Mr. X" says Counsel

ROBERT Hill Hardie, director of Dunmure, Ltd., Waterloo Street, Glasgow, appeared at Glasgow Sheriff Court last Thursday and admitted a charge of fraud involving £23,502 1s. 1d.

Hardie, aged 76, whose weekly pay was stated to be £5, was ordered by Sheriff Guild to be remitted to the High Court for sentence.

The indictment alleged that Hardie, between January, 1951, and September, 1953, submitted by post to the Industrial Discounts Co., Ltd., London, hire purchase agreements in which he pretended that certain people had obtained furniture and other goods.

The financing company was asked to accept the transactions as genuine, and agreed to deliver to the Dunmure company sums of not more than 15 per cent. Cheques negotiated by Hardie amounted to £23,502 1s. 1d.

Mr. Robert MacDonald, prosecutor, said: "I am not going to suggest that Hardie was alone in this."

He said that the company had been in existence for a number of years before Hardie joined it as a clerk in 1939. In 1952 Hardie became a director.

Wanted Financial Help

The Dunmure company introduced itself to the financing company to obtain financial help for hire purchase transactions.

In 1952 the financing company noticed an increase volume of hire purchase business which seemed inconsistent with general trade conditions. They decided to send a representative to Glasgow early in September, 1953.

Hardie was interviewed and confessed that a large number of the agreements were fictitious.

Hardie then made a confession in which he said: "I feel I have been very stupid in the whole matter which proved quite beyond me, and I should never have undertaken such a burden. Personally, I had a very small salary all that time and did not profit in any way."

Throughout the period £10,329 had been paid so that the total loss to the London company was £13,173.

A solicitor for Hardie said that during the two-and-a-half years the total sums received by Hardie was about £625. As director of the company, Hardie was purely a nominee and he "was a stooge for a Mr. X."

£30,000 Fire Damage: Production Resumed

IT is now revealed that the damage caused by the fire at Bruce Bros. (Bedding) Ltd., reported last week, amounted to more than £30,000.

We are asked to say that normal production of the "Couchette" chair divan and bed-settee has been resumed in other premises and a start has been made on the manufacture of spring interior mattresses and divans.

It is hoped that full production will be reached in the near future and it is not expected that there will be any undue delay in delivery of existing orders.

Carpet Shop Moves

Barlow's Carpets have moved from 198 Attercliffe Common, Sheffield, to 335 London Road, Sheffield, where Mr. J. Barlow, the owner, will concentrate on cash sales of a large variety of carpets. This will also be the main office of the company.

Howards Open £200,000 Store

HUNDREDS of excited housewives mobbed Mrs. Dale, Dr. Dale and Sally of the B.B.C. serial "Mrs. Dale's Diary" on Friday of last week, after Mrs. Dale (Ellis Powell) had opened a new £200,000 departmental store in Newcastle.

Crowds who assembled in the basement of the store, Howards (Newcastle), Ltd., in Clayton Street, were kept waiting for half-an-hour beyond schedule.

After declaring the store open, Mrs. Dale, with her radio husband Dr. Dale (James Dale), and radio sister Sally (Thelma Hughes) made for the lift, from which she was to open each of the other three floors.

It was then that the surging fans pressed forward. On reaching the top floor the Dales found refuge behind a showcase.

Among members of the staff to be introduced to the Dales were Miss A. Pearson, of the Houghton-le-Spring branch, and Miss E. Farrow, of head office, who between them have had 90 years' service.

Howards' previous store in Clayton Street, received about £12,000 worth of damage in a fire last December.

Royal Event

When Queen Elizabeth the Queen Mother visited Rochester recently a room was put at her disposal in the town's ancient Guild Hall.

The room, in which Her Majesty is seen in our picture, was furnished by T. C. Harwood Ltd. of Strood High Street, Rochester, and High Street, Chatham. They chose curtaining by W. Foxton Ltd., carpet by T. F. Firth Ltd., chairs by Parker-Knoll Ltd., and hide easy chairs by Winter & Bloom Ltd.

Manufacturers' Development Plans

Spiralynx Enter Bedding Field

SPIRALYNX (1933) Ltd., Rowland Street, London, E.1., the manufacturers of wood bedsteads and metal springs announce their entry into the allied field of bedding.

For this purpose a new factory of 12,000 square feet has been opened at Deal Street, E.1. When the new layout is completed it will be one of the most modern in the industry with the very latest types of home and imported machinery.

In charge of production is Mr. I. L. Hatto who has behind him a very successful manufacturing career with some of the leading firms in the trade. Mr. L. Goodman, brother of the managing director, Mr. M. Goodman, is directing Spiralynx's new enterprise.

A full range is being produced covering sprung interior mattresses, upholstered divans, bases and cot mattresses. Many refinements are being incorporated into their manufacture.

The marketing will be done through the existing sales organisation of Spiralynx (1933) Ltd., Mr. L. Bell, M.S.M.A., sales manager, welcomes enquiries from old and new friends.

"Bed-Max" In Scotland

The Waverley Upholstery Works, 67 High Street, Dalkeith, Midlothian, were among the stand-holders at an exhibition held to celebrate the centenary of Dalkeith's Corn Exchange. The firm had an effective display of the "Bed-Max" settee, of which they are the sole manufacturers in Scotland.

Henry Widnell & Stewart, Ltd., carpet manufacturers, Eskbank, also exhibited.

Good Housekeeping Award

The Good Housekeeping Institute's Certificate of Guarantee has been awarded to the Crondale Furniture Co., Ltd., who make "Prestige" kitchen cabinets.

The Institute's report said:

"The 'Chatham' model was submitted for test as representative of the range of 'Prestige' cabinets and was proved to be satisfactory in construction, use, durability and appearance."

Leets Repeat Symphony of Sleep Show

In view of the popularity of their "Symphony of Sleep" Exhibition in London last year, W. Leet & Son, Ltd., have decided to repeat the show at the Mostyn Hotel, London, during the week beginning September 27, and also at the Grand Hotel, Bournemouth, during the week beginning September 13.

In both cases the firm will be exhibiting the Series II "Symphony of Sleep" range, which will include interesting new models and brilliant new covers which will appeal to the buyer who demands up-to-the-minute designs.

A section will also be devoted to "point of sale" aids and window display material.

Both exhibitions will be open from 10 a.m. daily.

Good Design In New Transport

This is the first of the new articulated vehicles which Sleepy Valley (Bedding), Ltd., are putting on the road. The ground colour is ivory and the wording is in turquoise blue. The giant mattress upon which the words "Sleepy Valley" are superimposed is carried out in wine and silver. The vehicles are supplied by Coaches & Components, Ltd., of Stamford Hill, London.

Glasgow Carpet Show Open

THE firm of M. Mercado (Glasgow) Ltd., opened new Scottish headquarters at 207 Ingram Street, Glasgow, last week. The 2,700 sq. ft. of modern showroom space features cotton squares, rugs, runners and jute carpets.

Manager is Mr. J. Blackford who has been with Mercado in Leeds and London. Mr. Shenkin of B. Shenkin and Co. Ltd., oriental carpet importers, of Glasgow, is a director of the new company and will be responsible for its Scottish end.

Mr. Mercado at the opening said that their range of low-priced carpets had been an outstanding success in England and he hoped for the same success in Scotland.

Free Matrix Service For Carpet Promotion

A WIDE range of matrices and copy leads have been prepared by the British Carpets Promotion Council, and circulated to retailers in connection with the 1954 carpet campaign. Furnishers wishing to build up their own advertisements can make a selection from the separate matrix units offered. If it is preferred to use a complete advertisement matrix, there are some ten ready-prepared designs from which to choose. Space has been left in each one for insertion of the store's name and other details. If more space is required than has been provided in the specimen advertisements, the local or national newspaper concerned will be able to alter or re-plan the existing lay-out. Retailers may order as many matrices as they wish from the British Carpets Promotion Council.

The leaflet showing the range of matrices available has also been sent to advertisement managers of all daily and local newspapers to assist them in compiling composite pages.

Northern Association Dinner And Ball

The Northern Furniture Manufacturers' Association will hold their annual dinner and ball at the Queens Hotel, Leeds, on Tuesday, November 16.

The evening will begin with a reception at 7 p.m. followed by dinner at 7.30 after which there will be dancing until 1 a.m. Tickets are 27s. 6d. each and may be obtained from Imperial House, 34 Manchester Road, Bradford, 5.

Store Extensions

Mr. L. Crook.

Three New Floors At Croydon Store

EXPANSION of their business has been made by M. Crook, furnishers, 53-57 Church Street, Croydon, Surrey, who opened new branch showrooms at 82 High Street, Croydon, on August 27.

The new premises provide three display floors, each measuring 50 ft. by 20 ft., plus two upper floors for storage. The layout presents a general display of furniture, upholstery and bedding on ground level, with lower ground floor devoted to carpets and linoleum. First floor has been given over to bedding, divans and occasional pieces.

Mr. L. Crook, a partner in the business, is in charge of the branch and is conducting the buying independently.

Other principals of this private cash furnishing enterprise are Mr. W. H. Crook, whose father founded the business in 1915, and Mr. W. H. Crook, jnr.

Blackburn Re-shuffle

TWO furnishing concerns are involved in a major re-shuffle of town centre shops at Blackburn, Lancashire. They are Victoria Carpets, a private concern owned by Mr. L. Sultman and Mr. J. Lefton, and Jay's Furnishing Stores, Ltd.

They were in Church Street, in a block bounded by Church Street, Victoria Street and Lord Street. The block was bought by Littlewood's Stores, Ltd., seven years ago, and Jay's and Victoria Carpets were among the firms given notice.

Victoria Carpets, who have a branch in Friargate, Preston, have moved to temporary premises in Yorkshire Bank Buildings.

Jay's, who had occupied the Church Street shop for 18 years, are having premises converted into a three-storey shop at 10-12 Railway Road. Until they are ready, stock and staff have been transferred to the Cavendish Furnishing Stores, Market Place.

Big Development In Herts

IMPORTANT plans to enlarge the furnishing store of F. Hartridge & Co., Ltd., The White House, Marlowes, Hemel Hempstead, Herts, include the demolition of part of the property in order to provide a roadway giving direct access to the New Town, and the erection of a new showroom extension with a series of large display windows fronting the new thoroughfare, plus the installation of a wide central entrance in the Marlowes frontage.

This scheme follows the recent purchase of the business, formerly trading as F. Hartridge & Son, by a newly-formed company, of which Mr. H. R. Harborne in managing director.

He is also managing director of Brandon & Sons (Chesham), Ltd., furnishers, The Broadway, Chesham, Bucks, with branches at Sycamore Road, Amersham, and High Street, Tring. Other directors of the new company are Mr. L. R. Harborne, also of Brandon's, and Mr. L. C. Hopkins.

Newly appointed manager of the Hemel Hempstead venture is Mr. A. B. Newberry.

Mr. H. R. Harborne told a *World* reporter that the alterations and extensions would serve to focus attention on the furnishing displays, particularly as the new roadway would become an essential link with other shops already catering for the requirements of people moving into this development area.

This "World" picture shows the present premises of F. Hartridge & Co., Ltd. The buildings on the right are being demolished to provide a direct road link with the New Town.

Nursery Shops Chain Plan

Mr. J. Davis.

THE first shop of a new nursery-furnishing venture, Kenton's Pram Shops, associated with Kenton's Furnishing Stores, Ltd., 57-67 Camberwell Road, London, S.E.5, has been opened at 246 Pentonville Road, King's Cross, London, N.1.

It is planned to establish a chain of similar specialist shops in a number of centres, if this initial business proves a success. The parent company already controls a chain of nursery equipment shops in Scotland, and this new move is designed to cultivate sales of baby furniture and prams in the south of England.

Buying for the experimental shop is being undertaken at the King's Cross address by Mr. J. Davis, the newly-appointed manager of the firm's recently opened branch furniture showrooms at 282 Pentonville Road, N.1. He was previously manager of the Walthamstow branch of Woodcrafts (Ilford), Ltd., and had served that company for seven years.

Mrs. A. Armour, late of John Marshall's, nursery furnishers, of Shepherd's Bush, W.12, has been appointed manageress of the new Kenton's shop.

Harrow Furnishers Bought

Home Furnishers (London & County) Ltd. have purchased the Pearsons (Acton) Ltd. store in Rayners Lane, Harrow, and taken over the lease of the premises. They have put in a comprehensive range of furniture and are going into hire-purchase (Pearsons operated cash sales only). They will trade under the name of "Pearsons."

Furnishing Shares Booming

Now At Their Highest Level

(From a Special Contributor)

FURNISHING company shares have fully participated in the buoyant and active conditions evident for some time past in the industrial department of the London Stock Exchange. As will be seen from the table most of them stand at or around their highest levels for 1954, so far.

In the manufacturing group, Beautility Furniture 5s. provided one of the best features by being recently transferred at 45s. 3d., i.e., more than nine times their par value. They were also one of the most active of their section as large-sized orders were usually possible outright. Jentique 1s. Ordinary were noteworthy in that they were dealt in up to 5s. 4½d., i.e., more than five times their par value. This concern lately proposed to give two bonus shares for every nine held.

Sheffield Cabinet 2s. have remained in the region of two and a half times their par value for all of the current year, to date.

Exceptions to the general trend were supplied by A.V.P. Industries 6s 8d. which have been changing hands recently at about a quarter of their par value. This concern lately announced a group trading loss, for the year ending March 31, 1954, of about £184,000. A loss was also made for 1953 and 1952 and a profit for 1951, when the last dividend of 9 per cent was paid. Market circles noted the statement, made at the time of the announcement of the loss for 1954, that the concentration schemes envisaged a year ago were now complete.

In the retailing group, one of the most outstanding features of the entire industrial department was supplied by Great Universal Stores 5s. which were recently dealt in at twenty one times their par value, i.e., 105s. Tens of thousands of these shares sometimes changed hands in one business day.

Elsewhere, New Day Furnishing Stores 2s. were transferred at more than twelve times their par value. This company's annual report for the financial year ending June 30, 1954, falls due for publication in the autumn. In the autumn of 1953 trading profit for the year ending June 30, 1953, was returned as £927,000. This compared with £905,000 odd for 1952, a little over £863,000 for 1951 and about £514,000 for 1950. The forthcoming results are consequently awaited with interest.

Phillips Furnishing Stores 2s., at around eight and a half times their par value, are also due to issue an annual report within the next month or so. Net trading profit for the financial year ending June 30, 1953, was issued as a shade under £399,000 against £142,300 odd for the previous ten months and about £255,000 for 1951. This report is also consequently awaited with interest.

Retailing company shares listed below, during 1954 so far, have made a better showing than their manufacturing counterparts in that none have ever been dealt in below their par values.

How Makers' Shares Have Varied This Year

NAME.	CLASS.		1954 HIGH.		LOW.		LATEST.	
	s.	d.	s.	d.	s.	d.	s.	d.
A.V.P. Industries	6	8	2	0	1	0	1	7½
Berry, J. & Sons, ...	2	0	3	4½	2	9	3	0
Beautility Furniture	5	0	45	3	28	0	45	0
Bluestone & Elvin	4	0	16	6	12	7½	16	4½
Castle Bros. (Furniture).	5	0	14	9	12	1½	14	9
Dancer & Hearne Bros.	5	0	10	9	7	9	10	4½
Ditchburns	2	0	3	7½	2	7½	3	6
Gilbert, D. M. & Co.	4	0	2	4½	1	6	1	6
Grays Carpets & Textiles ...	5	0	10	6	7	6	8	3
Griew, I. & Co.	4	0	8	9	5	3	7	3
Greaves & Thomas	5	0	12	0	8	7½	11	0
Jentique	1	0	5	4½	3	6	5	0
Lebetkin Products	1	0		11		4		9
Lebus, Harris	20	0	28	0	19	10½	27	9
Sheffield Cabinet	2	0	5	1½	4	7½	5	0
Stephany (Furniture Trades) ...	2	0	4	1½	1	10½	3	0

High And Low Of Retail Shares

NAME.	CLASS.		1954 HIGH.		LOW.		LATEST.	
	s.	d.	s.	d.	s.	d.	s.	d.
Easterns	2	0	5	0	2	8	5	0
Great Universal Stores	5	0	106	3	53	3	105	0
Do. "A"	5	0	106	0	51	4½	104	6
Lawrence, Frederick	1	0	5	1½	3	4½	4	6
Maple & Co.	20	0	39	4½	24	0	39	3
New Day Furnishing Stores ...	2	0	26	1½	13	4½	25	6
Phillips Furnishing Stores ...	2	0	17	6	6	9	17	6
Times (The) Furnishing Holdings	5	0	30	3	17	10½	30	0
Untd. Drapery Stores	5	0	40	9	19	0	40	6
Wallis, Thos. & Co.	5	0	14	3	10	3	12	3
Waring & Gillow	12	0	58	0	48	3	51	3

Golf Match For Scots F.T.B.A.

A GOLF competition organised by the Scottish F.T.B.A. will be held at Gleneagles, Perthshire, on Thursday, September 23.

The competition will be confined to members and honorary members of the association and the entry money is 15s. (including green fee).

A bus will leave St. Enoch Square, Glasgow, at 8.25 a.m., for the convenience of members. Fares will be collected *en route*.

The competition will be a "stroke" game (under handicap) and the competitors will be divided into two classes. The winner of the first class will receive the "Morton," challenge bowl and the winner of the second class will receive the "Muirhead" challenge cup. Each of these trophies will be retained by the winners for one year.

It is stressed that this outing is not confined to golfers. Gleneagles and district provide other facilities and all members are invited to take part in the outing.

All enquiries should be addressed to Mr. J. Forbes Clark, C.A., 124 St. Vincent Street, Glasgow.

The association will hold a dance in the Grosvenor Restaurant, Glasgow, on Friday, October 22.

Address Changed

Danaura, Ltd., have moved to 48 Notting Hill Gate, London, W.11.

New Bedding Centre In Victoria

A new "Victoria" Bedding Centre has been opened in Gorringe's famous store in Buckingham Palace Road, London. It is on the ground floor and is under the supervision of Mr. D. T. Reynolds, who also buys for the furnishing and carpet departments.

New Store For Owen Owen

A new store will be opened in Coventry on October 1 by Owen Owen (Coventry), Ltd., and will house nearly 100 departments, including extensive furniture and furnishings sections.

An Owen Owen store was built in Coventry in 1937 and was destroyed by enemy action during the air raids of 1940. Since then the firm has continued to operate in Coventry in a number of small shops.

Director Here To Buy Floorcoverings

On a buying visit to this country is Mr. Leon Lifschitz, a director of S. Lifschitz & Son (Pty.), Ltd., wholesale carpet and linoleum merchants, of Johannesburg, South Africa. He is due to arrive in London on September 8. Communications should be addressed to him c/o Dominion Shippers, Ltd., Finsbury Court, London, E.C.2.

From Pub to Store

Phillips's Furnishing Stores are expected to make history by converting a public house into a furniture store at Wigan, Lancs. It is understood that one of Wigan's oldest public houses, in the town centre, is to close at the end of August and that it will afterwards be converted into a furniture store by Phillips's.

Gamages Expand

The Board of A. W. Gamage, Ltd., state that the company has taken over an important property in Holborn adjoining the main store.

This will in due course be developed in accordance with the forward policy forecast at the last annual meeting and should prove of considerable value.

Wm. Houghton & Sons, of 7 & 8 Chandos Street, W.1, negotiated the purchase of the property on behalf of Gamages.

Scots Co-ops Step-Up H.P.

Scottish Co-ops. have launched a big campaign to stress the scope of their credit trading, and their terms.

This is aimed at the national and local H.P. firms doing credit business with Co-op. members.

Terms now offered in Glasgow are 5 per cent deposit, with two years to pay and "low discount charges."

The Co-op. attitude is that their trade is confined to members who have certain obligations and commitments as shareholders, so that the element of risk in H.P. is greatly reduced.

Add 2,000 Sq. Ft. To Showroom

Stirk's Furnishing Stores, 21 to 27 Layerthorpe, York, have just completed remodelling their six windows and have added 2,000 sq. ft. of showroom space.

Death of Morris Stephany

WE regret to announce the death of Mr. Morris Stephany, founder of the well-known firm of M. Stephany, Ltd., upholstery manufacturers of Gillett Street, Dalston. He was 72 years of age and although he has been in retirement for some years he maintained an active interest in his firm.

Mr. Stephany, who was a very well-known personality in the trade, was a founder member of the old Furniture Manufacturers' Association.

His passing will be keenly felt not only by his many friends in the trade but by all those with whom he came into contact.

* * *

MR. WILLIAM JOSEPH HUNTER, an ex-Lord Mayor of Sheffield, an ex-alderman, and former joint managing director of T. B. and W. Cockayne, Ltd., the Sheffield drapers and furnishers, died on Sunday. He was 84.

Mr. Hunter started his business life as an apprentice in 1886 at the then old-established drapery and furnishing firm of G. H. Hovey and Sons.

After his apprenticeship he worked in London, Bradford, and Manchester, returning in 1895 to join Cockaynes as a buyer. He became a director in 1899 and was appointed joint managing director in 1902. He remained in this position for 38 years and when he retired in 1940 he retained his seat on the board.

Furnishing Diploma and Ministry Of Works

It has been pointed out to us by the Ministry of Works that a statement in our front page story of August 20 may be a little misleading. We said that the National Furnishing Diploma "has now been recognised by the Ministry as the qualification needed by its staff."

It would apparently have been more accurate to say that the N.F.D. is *one of* the qualifications that *may* be taken into account in appointing M.o.W. staff. There are a number of other diplomas which might equally influence an appointment, and the N.F.D. is by no means essential to an applicant's success.

* * *

In the list of National Furnishing Diploma examination results published in our issue of August 20 it should have been stated that Mr. M. Reilly is employed by Holbrooks (Coventry) Ltd.

Viewpoint

WE dealt recently with a marketing expert's criticism that the furniture industry was lagging behind others in the national advertising of branded merchandise. We stressed that there were two very distinct and opposing points of view, and this is again underlined in a letter from the Board of Trade Commercial Relations and Export Department which has been received by the Union of Shop, Distributive and Allied Workers.

The letter says that, while appreciating that many people do not like the advertising methods employed by some manufacturers, the value of advertising to the economy, and the various *methods* of advertising, are extremely controversial subjects.

★★ The letter continues: "It has been argued in favour of (national) advertising that it decreases distribution costs and that it lowers the cost of production on account of the increased volume and continuous use of labour and plant, thus lowering the price to the home consumer.

"It is very largely upon advertising that the modern mass market, the modern branded goods, the high standard of values and the consistency of quality which the consumer can now obtain, have been based.

"As against this, it has been argued, *inter alia*, that, as you suggest, advertising can lead to higher prices, that it distorts demand in favour of articles easy to advertise, and that it is a waste of national resources."

The Board of Trade letter adds that the important role of advertising in Britain's export trade is generally accepted, and that in the launching of a new product advertising assumes special importance.

★★ Now, much of this is fairly obvious, but the question of whether the branding and national advertising of furniture should be extended is still a debating point. And for this reason it is interesting to see that the Furniture Development Council is holding in November a conference on the question of furniture merchandising.

This has been arranged at the request of furniture manufacturers and the F.D.C. will have the assistance of the Sales Managers' Association.

★★ *We understand that this very question of branding and national advertising will be under discussion and we hope that it will produce some really tangible evidence in favour of, or against, this merchandising method.*

10,000 UP!

LAST week our Service Bureau received an enquiry from J. G. Barnes & Son Ltd., the Accrington furnishers. There is nothing unusual in that news—except that this was the 10,000th enquiry answered by us since we started to number and publish them in each week's issue.

★★ With the increase in competitive trading there has been a progressively heavy demand on the services of our Bureau; and it is with some satisfaction that we find that we have been able to solve 10,000 of our readers' problems.

The vast proportion of those problems have concerned the sources of supply of various furnishings; and by this token we can say that we have been instrumental in effecting thousands of sales by manufacturers to retailers—and in creating the same number of sales by retailers to the public.

This service is most willingly given; and the greater the volume of enquiries received the more we know that our service is of real value to the industry.

★★ There is one interesting point that is not generally known.

In each weekly list of enquiries dealt with, we "star" the one or two that we have been unable to answer. In almost every instance we receive the necessary information from a retailer who knows the manufacturer of the goods required. *This shows an admirable spirit of co-operation — and willingness to help fellow traders.*

Readers' Viewpoint

Orbital Pneumatic Sander

The Editor,
"Furnishing World."

SIR,—We see that in your publication mention has been made in your "American Notes" of the new Sundstrand Model 0/700 Orbital Pneumatic Sander.

We thought that your readers would be interested to know that, as the Sundstrand licensees in this country, we have now started our production of this new model.

The finished sanders are not expected to be available until after Christmas, but if in the meantime any of your readers would care to write to us, we would send them a preliminary leaflet and place their name on our records for a demonstration at the earliest opportunity.

Your, etc.,
P. J. PASS,
Sales Manager,
Sundstrand Sanders.

Campden Road,
Shipston-on-Stour.

Colour And Texture At Times, Birmingham

A "COLOUR AND TEXTURE" exhibition at The Times Furnishing Company Ltd., High Street, Birmingham, was opened yesterday by Mr. Shenpard Fidler, Chief Architect to the City of Birmingham. The exhibition shows the possibilities of co-ordinating carpets, textures and wall finishes, and is presented by I. & C. Steele & Co. Ltd., Permoglaze Ltd., and Tibor Ltd. under the auspices of the Council of Industrial Design.

"Colour and Texture" exhibitions have been held at other large centres.

personally speaking...

NEWS OF PEOPLE YOU KNOW

I AM informed that **John W. Hendry,** has joined the board of A. H. McIntosh & Co. Ltd., the well-known Scottish furniture manufacturers. Mr. Hendry is a specialist in production techniques and is head of a firm of consultants bearing his name. Incidentally he is the author of the standard work, "A Manual of Time and Motion Study," published by Pitmans and now in its fifth edition.

☆ ☆

THERE is an interesting little story behind the firm of Leeder and Griffiths, of Bury St. Edmunds and Newmarket, who have just opened their third soft furnishing and household linen business since 1945. **S. F. Leeder** was apprenticed to Alston's of Sudbury in 1929, and was a salesman with Pretty's of Bury St. Edmunds from 1936 to 1939. Called up at the outbreak of war he served with the 51st (Highland) Division until invalided out in 1943. For a time he followed his trade at St. Albans, and in 1945, with **R. Griffiths,** an upholsterer, who had been serving with the R.A.F., he went into business at St. John's Street, Bury St. Edmunds. There they still sell household linens and furnishings. Then in 1951 a shop was opened in High Street, Newmarket, where Mr. Leeder is in charge. Their new business at Bury is in the name of the Bury Linen Shop and here Mr. Griffiths is in charge.

☆ ☆

IT is announced that **H. L. Roy Matthews, C.B.E.,** has joined the Board of Maple & Co., Ltd. Mr. Matthews is also a director of Lloyds Bank, Ltd., the Abbey National Building Society and the Sea Insurance Co., Ltd.

☆ ☆

NEWLY-elected vice-chairman of A. W. Gamage, Ltd., is **H. Norman Letts. Miss Enid Hooper** has been appointed a joint managing director of the company.

☆ ☆

NOW a director of Bobby & Co., Ltd., is **L. C. Snowden,** managing director of Harvey Nichols & Co., Ltd. He takes the place of **C. J. L. Snowden** who retires.

☆ ☆

AN interesting golf match has been arranged on September 9 at Stoke Poges between a team of London furniture manufacturers, captained by **George Hensher,** and High Wycombe furniture manufacturers, captained by **David Birch.** There will be about 20 players on each side and it is hoped to make this match an annual event.

☆ ☆

THE engagement has been announced between **George N. Le G. Horton-Fawkes** and Miss Audrey V. Bosworth. Mr. Horton-Fawkes, who is 29, was educated at Eton and after serving in the Royal Navy he studied agriculture at Cambridge University. Early this year he entered the factory of John Crossley & Sons, Ltd.

☆ ☆

ON Tuesday **William Taylor** retired from the post of Leicester and South Midlands representative with N. Corah (St. Margarets), Ltd., with whom he had been since 1908. In 1931 he became president of Leicester Commercial Travellers' Association and in 1933 he was elected chairman of the Midland Federation of Commercial Travellers, holding office until 1945.

☆ ☆

ON Saturday of this week **M. Lishner** and his wife, directors of R. Clare & Co., Ltd., the mirror manufacturers, will celebrate their 25th wedding anniversary.

☆ ☆

THE appointment of a new representative is a rare occurrence at B. & I. Nathan, Ltd., where the long-standing connections between the firm and its customers are usually broken only by the loss or retirement of the men who maintain them. **Norman T. Bradley,** who has had extensive experience in the retail sales field, now takes over the London area south of the Thames in succession to the late **George Bottell. H. E. Morter** continues his North London representation, but will also call upon the customers of the late Mr. Bottell in this territory.

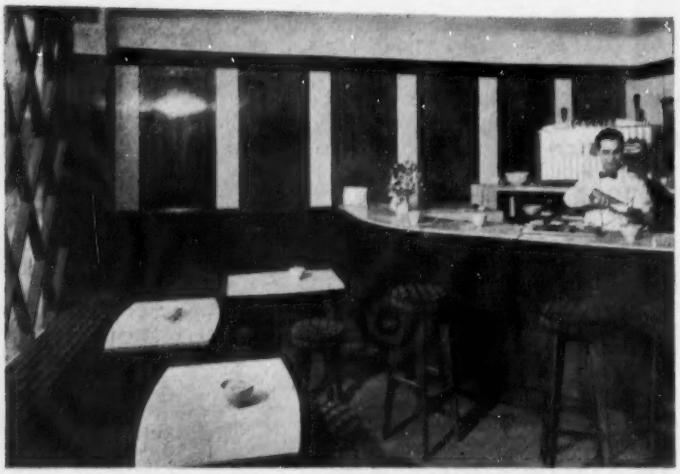
☆ ☆

FROM Waldo (Sheffield), Ltd., comes news that **P. Foley** is now representing them in Derbyshire, Northants, Notts, Staffs, and Worcs. **L. Southcott** has taken over Birmingham, Warwicks and Leics.

Nomad

A Smile with Betts

"Oh, I only wanted enough to make a pelmet for the larder window."



Upper bar at the Moka coffee house in London's Park Lane. This is one of three adjoining bars all busy until late at night.

RETAIL SELLING PLANS

Social Trends And The Retailer

1. Furnishing Coffee Bars

Some social trends mature quickly: others take a long time before they affect the majority, but all have their impact—whether immediate or delayed. In this series, some of the changing customs of post-war Britain will be discussed, and their effect on the retail furnisher.

THE successful retailer is always alert to observe new social trends and to appreciate their implications from a trade point of view. Some trends arise simultaneously in a number of different areas: others originate in London or another large centre and spread outwards to other towns and villages.

An interesting social trend now developing is the rise of the new-style coffee bar. The growth in the number of these bars has been phenomenal—new bars are opening in London at the rate of three a week, and after a matter of months since the first bar opened there are nearly 120 coffee bars in the London area.

Inevitably they are beginning to spread outside the centre of the Metropolis, and some have already started up in the suburbs. It is only a matter of time before the new coffee bars begin to open in many other towns, in particular in riverside and seaside centres.

Why has the trend begun, and what common denominator links the large and varied collection of bars? They have sprung up to meet the frequently-expressed demand of middle and upper-middle class customers for a light, quick meal at a reasonable price. These customers have been wanting for a long time something better than the average milk-bar, but which provides a meal considerably cheaper than one in a first-class restaurant.

The demand which already existed might not have been met so rapidly if it had not been for the recent importation of Italian *espresso* coffee machines. These produce strong, well-flavoured coffee by forcing hot water through finely ground coffee suspended in a filter of close mesh. Although not found in every one of the new coffee bars, the *espresso* machines are to be seen in the great majority, dispensing *espresso* (black) or *capuccino* (frothy white) coffee.

Fare and Clientele

The bars are alike in three respects: the type of fare served, the class of customer and staff, and the New Elizabethan style used for the décor and furnishings. The meals served are chiefly sandwiches, salads, Continental gateaux, and in a number of cases bowls of soup, omelettes and savouries. For a cost of from two shillings upwards an appetising and satisfying meal can be had in sophisticated surroundings. The food is usually served by well-spoken waitresses who wear their own clothes instead of uniform. The

(*continued on facing page, col. 2*)

A view of the Sarabia, Brompton Road, London, one of the latest of the new coffee bars. Designed, like the Moka, by architect Geoffrey A. Crockett, B.A., F.R.I.B.A., and furnished in New Elizabethan style. Sage green is used for upholstery of banquettes and high stools. The legs of the latter and of the modern tables are black metal.

Luxury Council House At Penlee

COUNCIL house luxury is represented by an experiment in modern furnishing which has been carried out by the Plymouth firm of Charles Harding (Plymouth), Ltd., Mutley Plain, together with the South-Western Electricity Board, in one of the houses on the Plymouth City Council's Penlee housing estate.

The house has been fitted up and furnished in New Elizabethan style by Harding's and the Electricity Board, and the former is prepared to leave the curtains and linoleum, which have been cut to fit, in the house for the tenant, if required.

The experiment is described as an attempt to show how an ordinary Council house, in this case an Easiform three-bedroom type, would look furnished in the most up-to-date manner, without special regard to income limits.

The only adornments of the otherwise plain walls are reproductions of French and Dutch Masters. In the dining-room-lounge there is light oak unit furniture upholstered in maroon, and in one of the bedrooms the colour scheme is scarlet and lemon.

The main ground-floor room, which is L-shaped, is half-carpeted in grey and maroon and equipped with dining table and chairs, a low glass-topped sewing/occasional table, and a sideboard. The other half of the room has modern easy chairs and settee in maroon upholstery, a bookcase built up of four units, and a large, colourful Yugoslav rug. Pictures on the walls are a Van Gogh reproduction and a gay French scene. The curtains, in which maroon predominates, are in a squared pattern.

There is a washing machine, refrigerator, and glass-fronted oven in the kitchen and scullery, the electrical equipment of which includes a 20-gallon water heater for heating water for general domestic use or, with the use of extra power, for heating water for baths. In addition there is an electrical floor polisher, and a ventilator which when fitted into a window takes away stale air from the room and brings in fresh air.

In the bathroom there is an electric towel rail, and the hall is heated by an oil-filled electric radiator.

The furniture, carpets, and curtains of this "dream" Council house have cost about £300, and the electrical fitments about £330. Cheaper alternatives are available for many of the items on display.

New Coffee Bars

Below: the lower bar at the Moka, with modern upholstered stools and banquettes, and New Elizabethan décor.

(*from facing page*)

customers are chiefly middle-to-upper class, with a liberal sprinkling of the "arty" among them. The décor in many of the bars has a family resemblance: enlarged photostat murals are frequently seen, and the use of bright, contrasting colours. All the bars favour New Elizabethan furniture, and a great deal of this is of the more advanced type.

That the new coffee bars are not just a flash-in-the-pan is shown by the fact that Forte's—large-scale owners of milk bars and popular restaurants—recently decided to open their own Coffee House in Coventry Street, London, W.1.

All Architect Designed

Nearly all the new coffee bars have been architect-designed, and this is where the furnisher interested in building up the contract side of his business can prepare for the opening of these bars in his own area. A circular letter, sent to all local architects, could give details of New Elizabethan furniture and fabrics stocked by the store. Designers' names could be quoted, and emphasis placed on the store's ability to obtain special items against individual orders. Unlike the chain milk-bars, even coffee-bars operated by the same company differ from each other in furnishings and décor.

The merchandise likely to be required includes New Elizabethan tables and stools, banquettes, furnishing fabrics, wallpapers and floor-coverings. In addition there is scope for the sale of jardinieres, lamps, pottery, glass and mirrors. Colour-schemes are carefully studied, and in his circular to architects the furnisher could stress the colour-handling experience of his contracts department.

Scots Sleep Shop

MATTRESSES in well-lit wall alcoves are a feature of the new Sleep and Nursery Shop of Wood and Selby, St. George's Cross, Glasgow. The mattresses are displayed along two of the long main walls of the new speciality shop. Each side of a central gangway are beds, divans and studio couches, and additional headboards are housed in the area between these main displays and the side walls. This method of stocking allows customers to inspect a wide range of beds and at the same time to see the alternative headboards available. Most of the leading brands are shown, and the main display is backed up by spot displays throughout the department.

The new sleep shop is located on the ground floor in premises adjacent to the main store, and has open-vision windows, and open-access showroom displays.

Nursery furnishings are stocked in the rear of the new shop, but when additional space is available on the ground and first floors, this merchandise will be given greater prominence. A connecting link between the two departments is given by displays of babies' cots and children's bedding, which lead customers' attention to other nursery lines stocked.

Belfast Show-House Caters For Studies And Hobbies

A POPULAR event in Northern Ireland, which each year attracts many thousands of visitors, is Ulster's Own Ideal Home Exhibition, held in Belfast's King's Hall.

The central feature of this year's exhibition, which opened on Wednesday and remains open until September 18, is a show-house furnished by the Council of Industrial Design, Furnishings—all reasonably priced—have been supplied by Belfast retailers Hanna & Browne Ltd., and the house itself has been erected by a private firm of builders to conform to Northern Ireland Government specifications, thus enabling a Government subsidy for part of the purchase price to be obtained.

Furnishings for the three-bedroom house have been planned by interior designer, Mrs. Jo Pattrick around an imaginary family of husband and wife, a son of seventeen who spends a great deal of time studying, and a daughter of twelve who is interested in sewing.

Decorative Scheme

On the ground floor of the house is one large living-dining room, kitchen, hall and cloakroom. The first floor comprises landing, parents' bedroom, girl's bedroom, boy's bedroom-study, and bathroom.

The following are details of the furnishings used in each room, and the decorative scheme adopted. The ground floor has white paintwork and, with the exception of the kitchen, hardwood floors. The landing has grey painted walls. Landing window curtains are of a geometric design in grey, black and steel-blue, with touches of lime on a white ground. There is also a Venetian blind.

The Room-Schemes

The designer has divided this L-shaped room into three areas—sitting, dining, and writing and studying. In contrast to the rest of the walls, which are painted olive yellow, the long chimney wall is papered with a textured paper, in beige with touches of silver and gold. The black tiled fireplace has a plain hardwood mantel which, together with the tiled hearth, extends for some distance along the wall at one side. Fitted beneath the mantel is a storage unit with doors in black and white. Easy chairs for the family include two armless TV chairs placed side by side, one upholstered in black and white, the other in black and yellow checked fabric, an easy chair in red and a wooden-armed chair covered in a neutral shadow check in tones of grey, white and natural. A large blue and slate grey rug completes the sitting area.

The dining table, chairs and sideboard are placed conveniently close to the kitchen. Furniture is mahogany, the four dining chairs with seats upholstered in a bright red ribbed fabric. The sideboard stands at right angles to the wall with its drawers and black vitrolite doors opening towards the dining area.

The narrow arm of the room contains an elegant writing table, an extra dining chair, two unit bookcases with open shelves and cupboards with black and white doors, and the blue and grey rug is repeated here.

The unpelmeted curtains at the two windows and double doors have a naturalistic motif, repeating the colours used in the room. Light fittings include a ceiling swivel with yellow and white shade over the dining table, a standard lamp and table lamp beside the fireplace, a wall bracket, and a reading lamp with pottery base and red shade on the writing table.

Kitchen Hall, Cloakroom

The kitchen colour scheme is predominantly white with grey and yellow. Fitments have white frames with grey panels and the ample working surfaces are covered in yellow Warerite. A Venetian blind with white slats and red webs takes the place of curtains. A bright yellow ceiling and squared linoleum mottled in grey and white complete the scheme. Wallpaper in the hall is grey and white with a red line-drawn flower pattern, except for a useful wall recess for telephone and heater which is painted pale grey. Leading from the hall is a cloakroom with white walls and grey paintwork. Stairs have white treads and red textured stripe Brussels carpet.

For the end walls the designer has chosen a mauve-grey patterned with a white diamond design—the other two walls are painted white. Close fitted carpeting is in olive green. A three-drawer dressing table, four-drawer chest and wardrobe provide ample storage space.

Light fittings include a standard lamp to serve the dressing table, a ceiling light and bedside lamp, all with white shades. Full-length curtains are boldly patterned in shocking pink on a white ground and the white is repeated in a self-coloured textured rug and tufted bedspread.

Study—Bedroom

An art student studying industrial design, the son needs plenty of space for working. This is provided along the window wall and includes a bureau desk, and bracketed work table with linoleum top and forming a continuous working surface. A hanging cupboard is fixed over the table for storing models, etc. The son has made his own corner wardrobe by fixing a small cupboard to the ceiling and curtaining the area beneath which serves as hanging space, with dark grey and white striped denim. This denim is repeated, with red piping, for a fitted cover. The wall area behind the bed is pompeian red, the remaining walls are painted pale grey. The floor is close fitted with matting in red, natural and black, which is made from paper and rubber backed. There is also a rug with an abstract design in white, bottle green, red and black. A bentwood chair with denim cushion, a cupboard chest and bedside side-table complete the furnishings. Curtains are multi-coloured with a black abstract design superimposed.

Bed—Sewing Room

The twelve-year-old daughter is interested in sewing and, so that she can do this in her room, she is provided with a white painted table with a grey Warerite top. On the wall above is a shelf for books and a white framed pin-up board in red felt, contrasting with the fine check grey and white wallpaper which is used on all four walls. To save space a dressing table is dispensed with. Instead there is a chest of drawers with mirror and for extra storage room a bedside cabinet. A 2 ft. 6 in. wardrobe would normally stand in front of the temporary opening. A silver grey felt floor covering is close fitted and combined with a cardinal red rug. A Windsor armchair has a seat pad upholstered in grey and white check. Light fittings include a bedside lamp with yellow base and white shade and a citron table lamp. A lime yellow bedspread with a tufted pattern in white and patterned sill-length curtains in pale grey, lime, black and two shades of pink complete the scheme.

Bathroom fitments and paintwork are white, except the bath panels which are painted smoke blue.

SOFT FURNISHING SIDE

Carpet Variety At Scottish Industries Exhibition

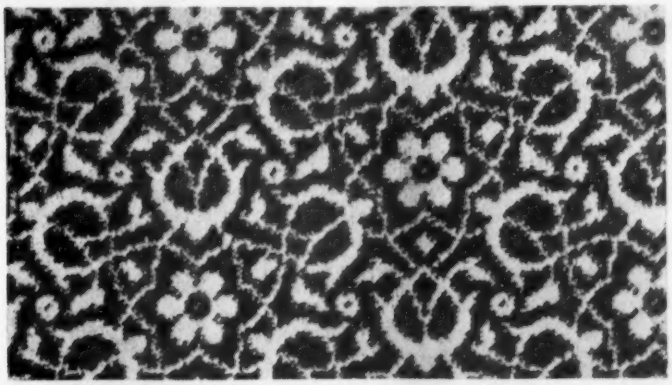
ONE-THIRD of the carpets produced in Great Britain are made in Scotland, and for that reason great interest attaches to the exhibits of manufacturers at the Scottish Industries Exhibition which opened in Glasgow yesterday, September 2.

One feature of the carpet exhibits is the use of hard twist and ordinary yarn, contrasted to produce novel textured effects. Hard twist yarn is used by one firm for textured chenilles. It is also used for small all-over designs on plain backgrounds and, in other cases, to give extra prominence to a part of the design only.

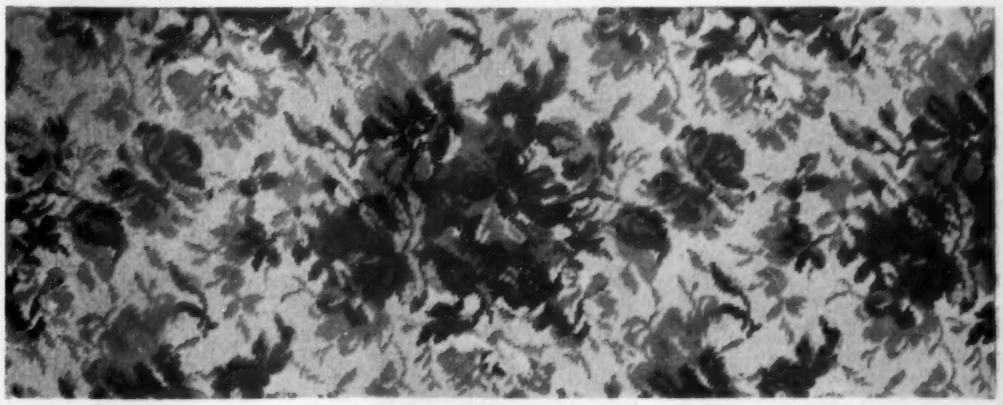
Another feature of the exhibition is the wide variety of designs available in traditional carpet styles. Among these is an Elizabethan design, reproduced in both Wilton and spool axminster, by James Templeton & Co., Ltd. This is taken from the cover of a bible presented to Queen Elizabeth I nearly four hundred years ago, now in the Bodleian Library, Oxford. This is a graceful interlacing design of Tudor roses. In the original bible-cover the embroidery was carried out in gold thread on a red ground, and these colours are used for the carpet.

New Elizabethan styles include small scroll patterns on plain grounds, checked backgrounds to larger over-all designs, and small checks for carpet-buyers who favour a simple design but do not want a plain floorcovering. Striped patterns are also featured, and in one Wilton body carpet spots are combined with two-tone stripes. Other striped carpets include warpwise stripes of contrasting colour, textured horizontal stripes, or the interesting use

(*continued overleaf*)



Above: from James Templeton & Co., Ltd., 1/3905 Century, a two-frame Wilton in contrasting shades, with plain and hard twist yarns. Left: "Arabesques" by Henry Widnell & Stewart, Ltd., a two-colour design on red or green ground. Below: attractive floral design from the same firm.



New Scots Styles

(continued from previous page)

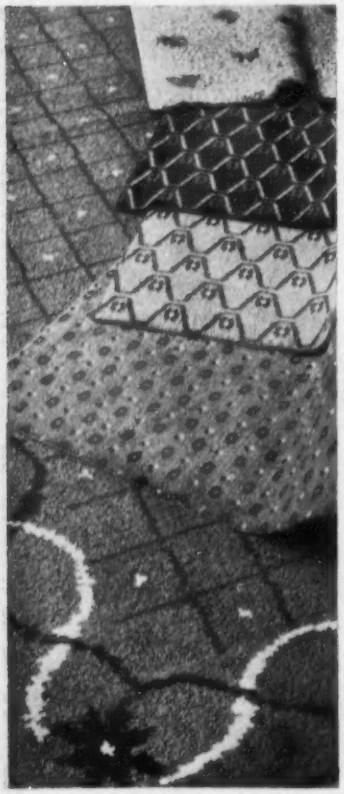
of both kinds of stripes together. Generally, the spot designs which have had a long run among New Elizabethan carpets, are seen less frequently.

Contract carpeting is strongly featured, and here again an even balance is kept between the traditional and New Elizabethan styles.

Here, as in the carpets for domestic use, there is a growing tendency to combine both period and modern by giving the former a lighter treatment, so that the original theme is retained, but the design is scaled down to suit modern surroundings, and more up-to-date colourings are used.

Wide and narrow stripes are featured by A. F. Stoddard & Co., Ltd., and many variations are obtained in striped designs, using a wide variety of colours.

Linoleum is shown at the Kelvin Hall exhibition by Dundee Linoleum Co., Ltd., and Michael Nairn & Co., Ltd.

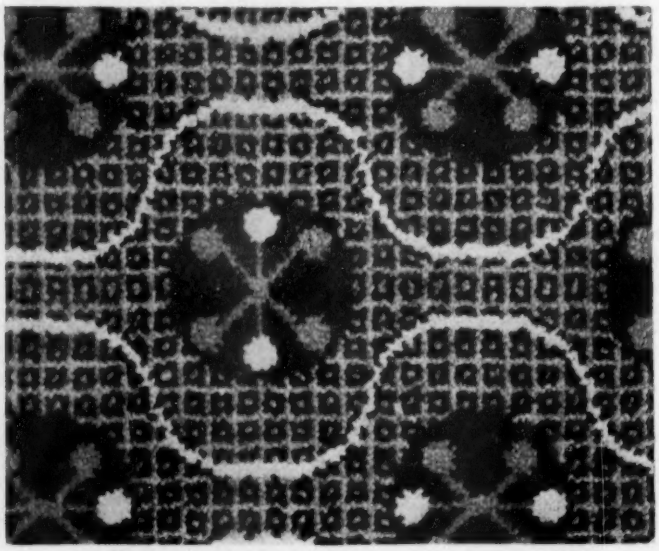


Left: from James Templeton & Co., Ltd. 1/3000, Vogue square, a "contemporary" Axminster square in new contrasting shades using both plain and hard twist yarn, with four-spool modern patterns. Also from top to bottom of picture: 3/7172, 1/7175, 7/7175 and 2/7174 "Imperial" designs from the same company.

Left: Girvan (A.I.) Axminster 27-inch body carpet from William C. Gray & Sons, Ltd. Design 289, made on a peach or grey ground. A Louis Plaque design, treated in the modern style.

Below: another Girvan (A.I.) 27-inch Axminster body carpet from William C. Gray & Sons, Ltd. This is Design 1/302, made on a rich red ground with a small "contemporary" scroll.

Below: "Contemporary O'gee," on a burgundy or red base with a grey-checked background, and spots in pastel colours. From Henry Widnell & Stewart, Ltd.



Looking forward to an era of new prosperity and close co-operation with the retail trade . . .

Scottish Industry Is Adopting The Latest Techniques—And Moving With The Times

"MOVE with the times"—that is the theme in the Scottish furniture manufacturing industry in September, 1954, the month in which Scotland is displaying the high calibre of its industries to the world in the Scottish Industries Exhibition at the Kelvin Hall, Glasgow.

The wheel of mechanisation in the Scottish furniture factories is gaining momentum as each year passes. Always there is progress. For what was once known as a "trade" is now quite definitely taking on the literal aspect of an industry. The days of the owner-manager are fast dying.

The Scots at the helm to-day are showing a much more broad-minded outlook than their forebears. There is now, more than ever before, an eagerness to be in on the ground floor on innovations, new techniques and developments.

It is coming home to the Scottish manufacturers more than ever that they must specialise, and that each productive unit must discover for its own salvation the type and quantity of products with which it should engage in a highly competitive field.

For furniture is competing with many other articles on which the housewife's eye falls: radio, television, refrigerators and washing machines etc.—all of which are striving for that money put by when necessities have been dealt with.

Omen Of The Struggle

The year 1952 was an omen of the struggle: then the Scottish furniture trade suffered in the depression which afflicted other industries and which came about as a consequence of the sudden slump in world market prices of wool and cotton.

The volume of business done increased relatively last year and is continuing. The tendency to seasonal trade depression is becoming increasingly apparent but against that the seasonal fall-off this year was not so acute as last year.

A couple of years or so ago the Scottish industry employed some 10,000 workers. Mechanisation has contributed to the fall to the present figure of some 8,000 who produce more than 15 per cent of the furniture produced in Britain.

The call for specialisation is underlined in these statistics: Throughout Britain some 20 per cent of the factories produce as much as 80 per cent of the total output; and in Scotland less than one per cent of the companies are responsible for more than 20 per cent of the total value output.

A Compact Unit

The Scottish industry is a surprisingly compact one in the geographical sense: over 80 per cent of its furniture is turned out within an area less than 50 miles wide. But springing from roots in the 17th century it has grown to a maturity conspicuous for first class craftsmanship and "notorious" for an intense jealousy of its traditional reputation for quality goods.

Where once Beith and Lochwinnoch held the ascendancy in production Glasgow has now taken over the lead. But with the coming of the industry to the area of the industrial capital has also come the more fervid desire to move with the times. There is for instance no longer hesitation and doubt over new techniques such as the use of resin-bonded timbers set by radio frequency. Despite the present heavy cost of such innovations Scots are beginning to be less loth to "taste and try."

Competition Factor

The Scottish industry knows that if it is to remain in a lusty state of health then it can only do so by producing on the same lines and using the same methods as competitors south of the Border. For a high percentage of production must of necessity continue to flow south.

Although it must be admitted that there has been a slight falling-off in Scotland's share (fewer companies are now operating) there is no unemployment. The Scottish product ranges from the smallest article destined for the working man's home to the luxurious and elaborate equip-

(continued over page)

One of the most famous thoroughfares in the world—Princes Street, Edinburgh.

Review Of Scottish Industry (contd.)

This is George Square in Glasgow, hub of Scottish industry.

(*continued from previous page*)
ment for such as the new Clyde-built ocean passenger liners, Arcadia and Saxonia, hotels and embassies abroad.

Recent prosperity in the passenger liner building programmes on the Clyde has a direct influence on certain Scots firms and the furniture industry is still supplying the builders with a considerable proportion of its ship furniture.

Endorsing the interest of the Scots manufacturer in new ideas was the warm reception of the report of the American productivity team (of the industry) and visits by team members to Scots factories.

Material Handling

For instance the team highlighted the cost of material handling and pinpointed the advantages to be obtained from flow production: here is a typical example of the aptitude of one leading Scots firm to learn a valuable lesson.

Investigation in their factory revealed that three-fifths of the time cycle in one particular operation in the machine shop was in handling material. A substantial saving was the result of the study.

Other firms who have not already struck while the iron is hot will find that the new methods of time and motion study; work study; method study and work simplification pay rewarding dividends.

The advent and continued presence of the D-scheme finds varying opinions. Some manufacturers maintain that if one accepts the principle of purchase tax, it works equitably. Most of the anomalies, they say, have been overcome by the B.F.M.A. and the impact of tax on furniture as such is negligible. They add that it is not now expedient to stress the tax on the price tag.

D-Tax——Or . . . ?

The other school of thought contends that the D-scheme tax was once a help, but is now obsolete. A general over-all trades tax, they feel, would please manufacturers.

But the industry is undivided in the view that any credit for its operation must go to their leaders responsible for the negotiation involved with the Government department.

K-Mark Gesture

Scots manufacturers, it appears, quite frankly eye the B.S.I. mark scheme in the light of a "gesture." They find that this indication guaranteeing agreed standards of durability has little interest around it. If there were greater publicity value in it then there might be more respect for its worth.

Contributions to the industry by the Furniture Development Council and the Council of Industrial Design (Scottish Committee) are considered worth while. Scotland is quite definite in its support.

In the sphere of training there is the hint that some changes might not be amiss. Evening classes are becoming more and more popular but day-release classes are losing some of their favour.

The Labour Side

Apprentices complain that what they want is practical work: not arithmetic and William Shakespeare which is incorporated in the syllabus by the education authority. Evening class competition, with prizes generously donated by employers, continues acute.

Wages and labour conditions controlled by the Furniture Trade Joint Industrial Council cause no concern. It is the proud record of which Scotland may justifiably boast that no factory dispute for some years now has required a journey to a Joint Industrial Council.

New Efficiency In Production In Scotland

Efficient production methods have been adopted in Scottish factories. Here are chairs coming off the assembly line.

This Is The New Scottish Trend In Furniture Design

WITH the growth of hire purchase which stimulates consumer demand longer production runs are possible. Thus more and more firms are specialising in a smaller range and to a large extent are ceasing specialities and jobbing, work which used to be accepted with typical Scots canniness for the rainy day: a safeguard against slack times.

Now it is beginning to dawn that this very safeguard was the means of "tripping them up." The Furniture Development Council's influence in spreading information and the Scottish Committee of the C.O.I.D. have played a great part in "cleaning-up" design: as one manufacturer with a first-class name put it, "Thirty to forty years of bad design!"

There is no doubt that there is a growing demand for contemporary. There is equally no doubt that contemporary is tending to become more traditional. For the moment the hard-selling contemporary is that which does not appear too extreme.

Contemporary Here To Stay

Contemporary furniture is no longer considered an item for speculation. It has quite definitely arrived and even the original cynics among the retailers have jumped on the bandwagon and are displaying it.

Unit furniture is considered a good bet for the future. It appears to be enjoying a "snowball" run at the moment, being aided by certain manufacturers advertising direct to the public. The great advantage to the housewife is that she can purchase the item that the domestic purse can allow for the moment with the confidence that it can be added to in the same design at a later date.

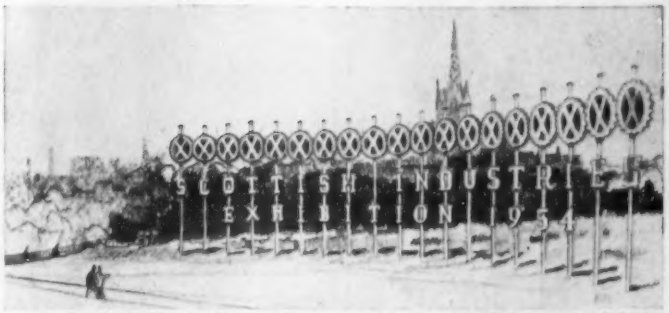
The designer is catering more and more for the housewife. She is receiving a greater recognition than ever before and particularly the presence or possibility of children in the home is kept uppermost.

One forecast: There is nothing startlingly new but in cabinet furniture there is likely to be an increasing use of chipboard, for in Scotland there is an awareness of the possibilities that lie inherent in chipboard.

Successful manufacturers are considered to be those who are intro-

(*continued over page*)

Furnishings At The Exhibition of Scottish Industries



Outside the Kelvin Hall, Glasgow, where the Scottish Industries Exhibition is being held.

THE Scottish furnishing industry is well represented at the Kelvin Hall. The firms who have stands are:—

Argyle Chair Works, Ltd., Glasgow—automatic twin gateleg tables, tea trolleys and dining-room suites.

Arthur Productions (Clydebank), Ltd.—kitchen cabinets and fittings for housing and furniture trades.

James D. Bennet, Ltd., Glasgow—school, canteen, church furniture and so on.

Dundee Linoleum Co., Ltd.

Ezee Kitchens, Ltd., Glasgow.

Wm. C. Gray & Sons, Ltd., Ayr—carpets, and so on.

John McGregor & Sons, Ltd., Hillington, Glasgow—domestic, hotel, ship upholstery and bedding in contemporary and traditional designs. Contemporary cabinet and occasional pieces for the living-room. (McGregors have started a new fashion in Kelvin Hall exhibitions. Their stand will be two-storeys.)

Martin & Lowe, Ltd., Rutherglen—latest Marlowe laminated show-wood arm bed-settee suite. Fully upholstered bed-settees, easy and fireside chairs.

Michael Nairn & Co., Ltd., Kirkcaldy—pattern and colour linoleum, standard lino tiles and Newhouse floor tiles, and so on.

Scottish Joinery and Door Manufacturers' Association, Glasgow.

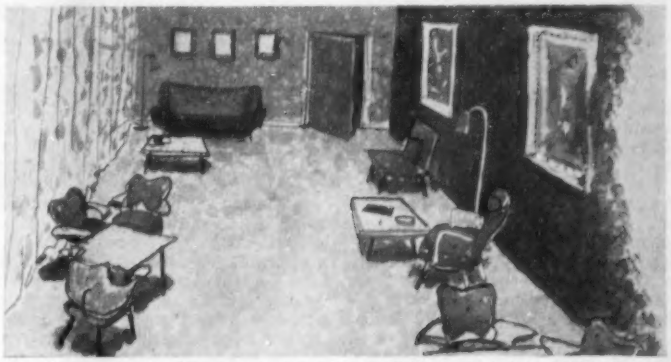
A. F. Stoddard & Co., Ltd., Johnstone—Axminster and Wilton carpets, rugs.

James Templeton & Co., Ltd., Glasgow.

Walker & Clark, Glasgow—interior spring mattresses, pillows and bedding.

Widnell, Henry & Stewart, Ltd., Bonnyrigg, Midlothian—Axminster squares, and so on.

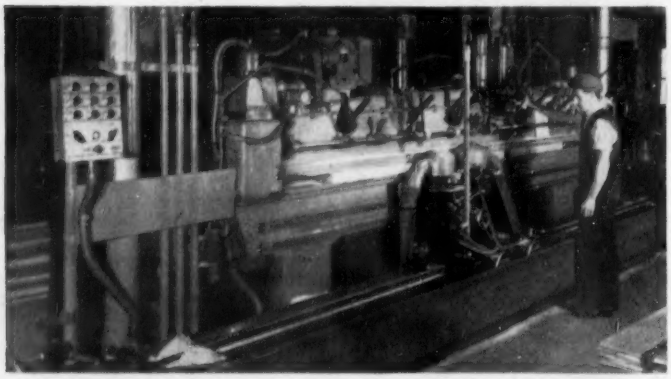
Wylie & Lochhead, Glasgow—special purpose furniture, exhibits typical of work done in shops, churches, hotels, board rooms and home.



The lounge in the Buyer's Club at Kelvin Hall, furnished by J. McGregor & Sons, Ltd.

New Techniques, New Materials Affecting Scottish Design

Ship furnishing and joinery are two of Scotland's important industries. Here is a cabin door being assembled.



A giant veneer stripper in operation at a Scottish furniture factory.

(*continued from previous page*)
ducing the curve into contemporary furniture: and manufacturers are turning to chipboard when they want the curve.

Complete avoidance of over-straight graining in the timber and straight lines generally are advised. Uncut moquette is still holding its popularity position and looks likely to remain there. There appears to be a move away from floral design towards a basis of the geometric design.

There is the revolutionary swing over to latex foam for upholstery and quite marked advances during last year in the employment of newer filling materials and the employment of techniques of springing based upon tension rather than compression.

Art students are more and more seeking to enter the industry. After absorbing the practical possibilities they can get down to the job of translating their versatility and originality to the production line. They are learning that good design must come from the material and the method . . .

Some circles insist that to stimulate consumer demand there should be the creation of a second-hand market giving the public the opportunity to dispose of their used furniture at a reasonable price.

Scots Lino Trade Has Big Labour Problem

WITHOUT doubt one of the most serious obstacles besetting the Scottish linoleum industry in recent years has been the labour scarcity; particularly the shortage of male labour.

The industry, based principally in the county of Fife, has been quite severely hit by this scarcity which has varied since the end of the war. In Kirkcaldy for instance, the main centre, the industry had lodged applications virtually *en bloc* for a supply of hundreds of workers with no hope of a complete fulfilment of the demand.

Foreign labour to some extent has helped to alleviate the situation, a small labour force comprising members of the Polish Resettlement Corps earning the name for themselves of "good workers."

In an endeavour to alleviate the labour problem Kirkcaldy introduced a temporary scheme of providing hostels for workers from other areas. They have been very successful.

The expedient cannot, the industry stresses, be regarded as the basis for a satisfactory long-term solution of the labour scarcity. The housing situation is the stumbling block.

Competition Of Other Trades

What perturbs the well-established and active linoleum industry is that Fife is scheduled as a development area and attention has been called to the foundation of light industries—yet the linoleum industry which is ready and willing to absorb much more labour restlessly awaits the supply of its demands. The employment of more women is receiving consideration.

With reference to the costs of raw materials for manufacturing processes, linseed oil and cork have seen decreases but in the case of the other main raw material, jute canvas for backing the product, the tendency has been on the other side.

The end of Government control of linseed oil in March was welcomed with open arms, allowing as it did the opportunity for the Scottish industry to compete on more equal terms with certain European countries.

Modernisation and development is not lost sight of but the scarcity of building labour does not help in expediting extension. The installation of new plant is subject also to delay in delivery.

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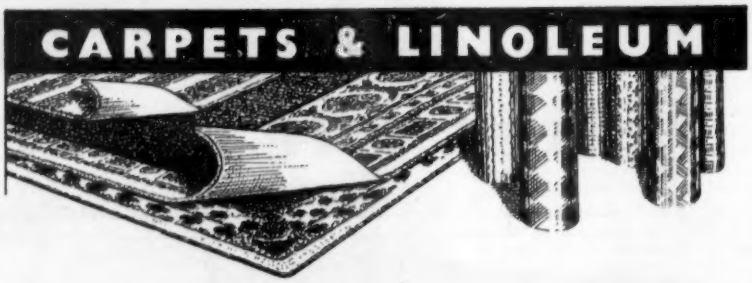

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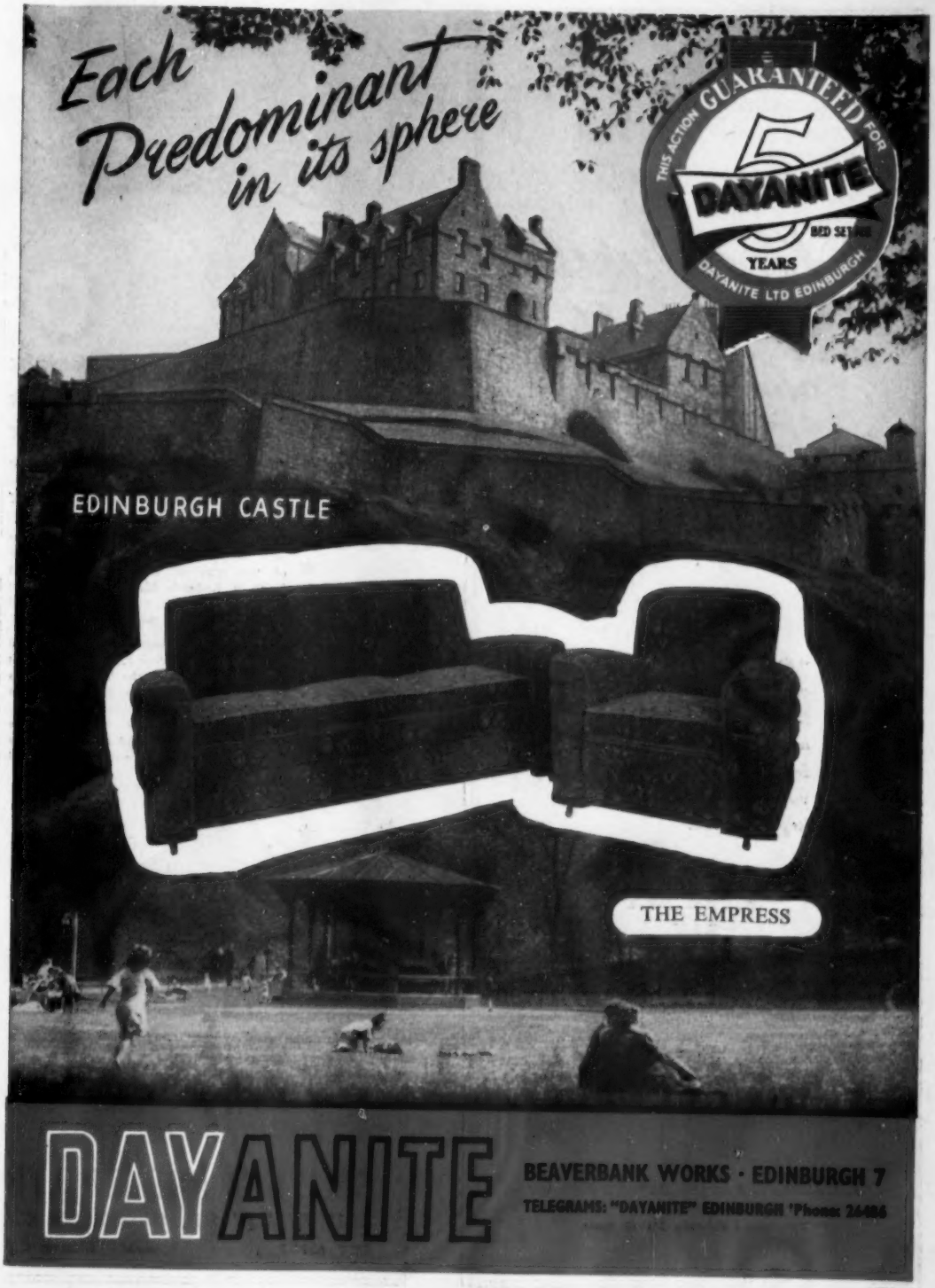
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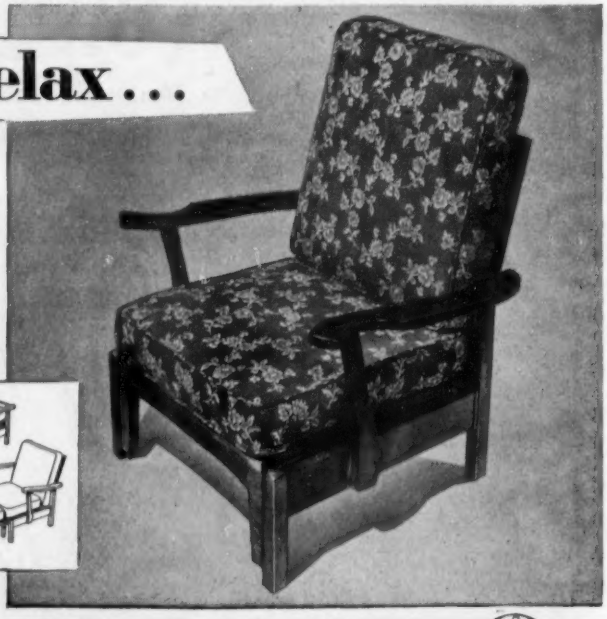

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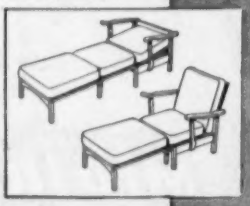

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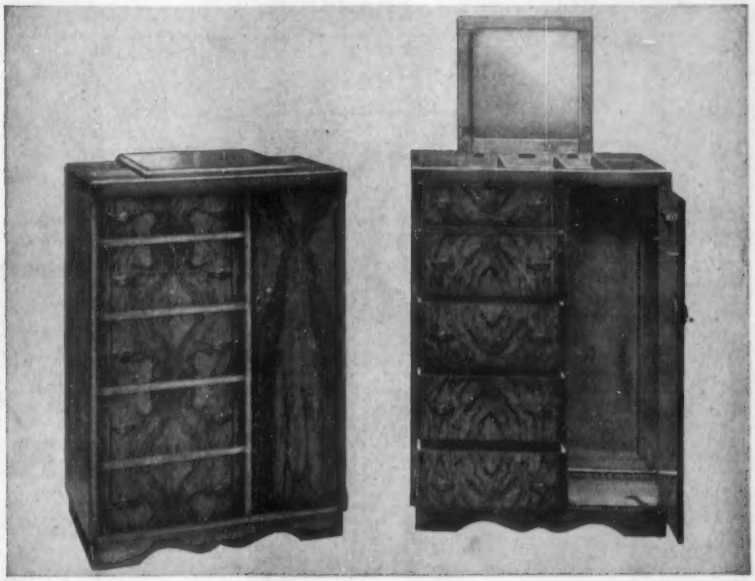

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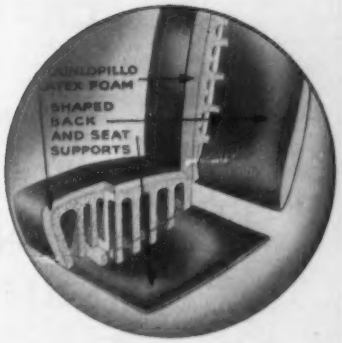
Occasional Chairs

A. 3



Cushioned by Dunlopillo

Here is a new range of occasional chairs that beckon the customer to relax and buy. This revolutionary principle has a specially shaped seat and back supporting superbly resilient Dunlopillo cushioning. The last word in luxury, Dykes makes this contribution to better living, confident of an enthusiastic response from your customers. Your sales fully backed by illustrated brochures, displays and Press Advertising.

Wing Occasional chair Model A. 3. Small sketches show TRUE-REST Living room style A. 2., and TRUE-REST T.V. style A. 1.

MODELS RETAILING FROM 9 GNS.

A. 2 A. 1

★*True-Rest is created and manufactured exclusively by* **DYKES** *of Glasgow*

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NEW FROM THE MANUFACTURERS

A Multi-Bookbar

THE interesting feature of the Multi-Bookbar (picture below) is that the plinth at the bottom conceals trolley wheels, enabling the piece to be moved easily and noiselessly to any part of the room.

Bookshelves at the sides have good storage space, while the cupboard contains a shelf for glasses and has plenty of room for bottles. The Bookbar is very strong, made to B.S.I. standards and will support quite easily the heaviest television set.

It retails at approximately ten guineas and the manufacturers are Kostick Bros., 51-53 Haggerston Road, Hackney Road, E.2.

Non-Tarnishing Yarn

THE new non-tarnishing metallic yarn called Lurex, which has been available in the United Kingdom only since June, is making big headway and more than 50 British firms are incorporating this discovery in their textiles.

Tibor Ltd. have introduced the yarn into some of their furnishing fabrics. So also have Gayonnes.

Lurex is made up of a combination of bright aluminium foil, sandwiched between two very fine plies of plastic film. It is *not* tinsel and the advantages claimed for the yarn are that it is absolutely non-tarnishing as well as being light, soft and pliable. It can be woven into fabrics of wool, cotton, rayon and nylon.

It has an elasticity of approximately 20 per cent. It can be piece-dyed, washed and dry-cleaned; and it can be used in the warp and the weft.

New U/F Glue

TO-DAY resin glues are used extensively throughout the furniture industry largely because of the advantages they offer as regard durability and speed of set.

The bulk of the resin glues used are, however, liquid Urea-Formaldehyde resins and for many, particularly the smaller glue user, the short storage life of these resins and the complications of having to use a hardener to make the resin set, are sometimes a serious disadvantage.

The makers of "Cascamite One Shot," a U/F resin glue in powder form, claim that it overcomes both these difficulties yet gives high performance.

They state that "Cascamite One Shot" is a waterproof type glue conforming to British Standards Specification 1204/B.70 for strength and durability; is fully gap-filling; makes joints which are heat-resistant and mould-proof; is non-staining even with acid woods such as oak or mahogany.

For normal use it merely requires mixing with cold water, no hardener additions are needed and it is used cold.

The makers are Leicester Lovell & Co., Ltd., North Baddesley, Southampton.

Novaglass Is New Interior Material

A NEW decorative material known as Novaglass has been produced by Neil Morris of Glasgow. Having worked very closely with the aircraft and electrical industries for many years he realised that the material both industries used extensively for insulation might be developed into something suitable for interior decoration.

Novaglass is made from woven glass fibre of various textures laminated together with polyester resin.

It opens up big possibilities for interior decoration as it is particularly suitable for panelling—flat panels or shaped circular columns. It can in fact be moulded to any shape. It is stain proof, water proof and is available in various colours and in whatever thickness required.

Two years ago Neil Morris suggested to the Cunard Line that they might like to try Novaglass in one of their ships. Cunard's have specified it for their new ship the *Saxonia* which sailed from Liverpool on September 2 on her maiden voyage to Montreal.

In the *Saxonia* Novaglass is used in 12 in. squares arranged in a diced design and attaching it to non-inflammable bulkhead panelling.

This Catalogue Can Help You Sell

Of recent catalogues received, one of the most helpful and best produced comes from Siddall & Hilton of Sowerby Bridge, Yorks. Bound in strong card and leathercloth with a most attractive cover, it has looseleaf Twinlock binding.

One of its best features is the exceptionally easy-to-find thumb index which enables the retailer to turn immediately to illustrations and descriptions of the "Sidhil" sleep specialities—beds, headboards, divans (upholstered), divans (not upholstered), bedding (sprung and soft) and fittings, in their different sections, well pictured and concisely worded.

This catalogue definitely makes for the easiest reference and supplies for the buyer all the details he wants.

The COMPLETE ILLUSTRATED GUIDE to

Sunresta
MATTRESSES AND DIVANS

FOR THE PUBLIC . . .
THROUGH THE RETAIL TRADE
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Out of the Bandbox!

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'Bexhill' Divan set

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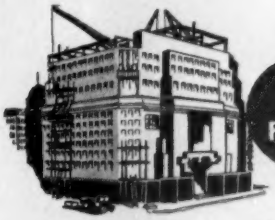
- *Available with a spring interior or latex mattress*
- *Recognised by discerning buyers as the finest divan of its type on the market*

A **Sleepeezee** PRODUCT

Write for full particulars to :— Sleepeezee, Lower Coombe St., Croydon. Tel.: Croydon 7711 (10 lines)



ADVANCE NEWS OF FURNISHING CONTRACTS

Hotels, Inns, Hostels, Homes, Hospitals

SUNDERLAND. James Deuchar, Ltd., 7 Eldon Square, Newcastle-on-Tyne, has received provisional T.C. approval for an hotel proposed at Empress Hotel site. Plans will be prepared for rebuilding of the Empress Hotel, Union Street, demolished some years ago.

WESTMINSTER. In connection with the Churchill Gardens (Section 2) development, the City Council proposes to lease a site at Lupus Street and Westmoreland Terrace to Watney, Combe, Reid and Co., Ltd., for the erection of a new "Stanley Arms" public house.

BARNSLEY. The architects for a public house proposed at Carlton Road, Athersley Estate, and a public house at corner of Bar Lane and Wakefield Road, Staincross, for Clarkson's Old Brewery (Barnsley), Ltd., Wood Street, Barnsley, are Dyson, Cawthorn and Coles, 25 Regent Street, Barnsley.

WEST SUSSEX. West Sussex C.C. has approved site at Shoreham Beach for the erection of new home for old people. The C.C. will also proceed with a health centre at Crawley. County Architect, Chichester.

YORK. Welfare Committee reports that revised plans for a hostel for 39 old persons at Acomb have been approved and it is proposed that new tenders be invited.

ASHFORD (Middlesex). Mr. C. D. Andrews, Sheffield Street Hospital, London, W.C.2, is the architect for a nurses' home proposed for Ashford Hospital.

GRANTHAM (Lincs). Sheffield Regional Hospital Board is recommended to appoint Gleeds, 21 Victoria Street, Nottingham, as the quantity surveyors for nursing staff accommodation and new ward units at Grantham and Kesteven General Hospital.

LANCASHIRE. E.C. has approved scheme prepared by County Architect for the adaptation and extension of The Rookery, Brogden Street, Ulverston, to provide divisional health office, school clinic and welfare centre and education office at an estimated cost of £11,217.

SHEFFIELD. Wakeman Trower & Partners, 47 Bloomsbury Square, London, W.C.1, are recommended to Sheffield Regional Hospital Board as the quantity surveyors for reorganisation works at City General Hospital.

£300,000 ICE STADIUM

TYNEMOUTH. Borough Council have approved in principle a scheme prepared by A. J. Seal & Partners, architects, Majestic Chambers, Westover Road, Bournemouth, for the provision of an ice rink and stadium on the sea-front at Grand Parade, Tynemouth, the cost of which is estimated at £300,000. Plans provide for a building to accommodate about 3,000 people, and a restaurant for about 450 people. The proposal is still in very early stages.

MORPETH (Northumberland). Erection of two villas at St. George's Hospital, for Newcastle Regional Hospital Board. Chief Architect: P. H. Knighton.

NEWCASTLE. A contract has been placed with George Bainbridge, 205 Westgate Road, Newcastle-on-Tyne, at £66,642, by Newcastle Regional Hospital Board, for additions to "C" block at Newcastle General Hospital. The Board's Chief Architect is P. H. Knighton.

Newcastle Regional Hospital Board. Erection of a new north wing to nurses' annexe at Friarage Hospital, Northallerton. Secretary, "Dunira," Osborne Road, Newcastle-on-Tyne, 2.

N. IRELAND HOSPITALS AUTHORITY. Alterations and additions to Carleton Maternity Hospital, Portadown. McCarthy & Lilburn, 47 Scottish Provident Buildings, Belfast, architects.

NOTTINGHAM. Sheffield Regional Hospital Board proposes rebuilding of 16 ward units at the City Hospital, and is recommended to appoint Arthur J. Willis & Thompson, 41-42 Parliament Street, London, S.W.1, as the quantity surveyors.

WATFORD (Herts). Approval of North-West Metropolitan Regional Hospital Board has been awarded for improvements at Shrodells Hospital, to cost about £25,000.

WHITEHAVEN. Adaptation of Homewood House, Hensingham, to form a tuberculosis unit is proposed by Newcastle Regional Hospital Board, "Dunira," Osborne Road, Newcastle-on-Tyne.

BLACKPOOL. T.C. Estates Committee has approved revised layout of land forming the site of the former Bispham Holiday Camp, providing for 12 plots for the erection of hotels.

NORWICH. Erection of premises at Oak Street for Norwich Industries Club. Architects: J. Owen Bond and Sons, St. Faith's House, Mountergate, Norwich.

OXFORD. Estates Committee recommends the granting of a building lease at the Cowley Road Hospital to the National Corporation for the proposed erection of an old people's rest home.

SEATON VALLEY (Northumberland). A site near the Council Offices is recommended for a new institute for Seaton Delavel Miners' Welfare Committee.

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M. Stephany Rationalisation Brings Improved Production

MANUFACTURING TECHNIQUES AND IDEAS

Upholstery Flowline Is Result Of Transfer Of Mill To Factory

ONE of the characteristics of the upholstery trade is that there is usually a time lag of a few weeks between the order from a dealer and the despatch of the goods. The period varies from one company to another surprisingly little.

Most of the time in between, however, is unproductive: the order is merely waiting its turn. The actual time occupied by production of a three-piece suite is two to three days.

What causes this "queueing" of orders? As we might expect, there is more than one cause. Multiplicity of lines produced means that there is no continuous production of any one line, so that orders have to wait for the next batch. Seasonal fluctuation of demand exerts uneven pressure on plant which naturally has the same productive capacity all the year round, so that orders tend to pile up at certain seasons.

Trouble Can Be Overcome

The most common cause of delay, and frequently an avoidable one, is lag of productive capacity behind sales progress. Much of this trouble can be overcome by rationalisation of production.

Just completed is the reorganisation of M. Stephany, Ltd., who produce upholstered and bergere furniture for the medium price range. Their problem has been to "streamline" their production while maintaining the quality of their output.

They occupy a three-storey factory which was at one time a horse-tram depot, near Dalston Junction, London, which they took over in 1923. Part of it was gutted by fire in 1930 and has since been rebuilt. The space between two blocks has been bridged to provide extra shops on each level, and both wings intercommunicate on each floor. The construction provides good-sized shops, and lifts have been put in to carry goods between the floors.

As frequently occurs, production had grown in a somewhat haphazard manner, although the rebuilding after the fire had allowed them to introduce some rationalisation of the existing production.

Production of frames for settees and chairs was up to this year in a separate frame factory about a quarter of a mile away, the frames being transported to the main factory for upholstering.

Part of the main factory was occupied by the associated company, Regalsleep, Ltd., producing bedding. This company has recently exchanged premises with the frame shop, and the entire upholstery production is now under one roof.

When installing the mill in the main premises proper attention was paid to flow of production, and the whole factory now is a good example of vertical development of the flow-line. The reorganisation has been carried out with the minimum interruption of production.

Timber is bought a year ahead and left in stock at the merchant's yard for twelve months' air-drying. When brought into the factory it goes from machine to machine with the least

(*continued over page*)

Stephany's mill in its new situation—timber is brought in at the far end to the thicknesser, and progresses from machine to machine towards the camera. Line on the left includes routers, spindles and borers; bandsaws in the centre line. Movement is by pallet truck.

One of the new Stephany lines from the reorganised factory is this "Highfield" suite, covered in uncut moquette or brocatelle with berry ruche and finished with a fringe. Cushions are Dunlopillo. Handling of back is unusual: with a bordered wing, the stuffed, fitted back gives the appearance of a pillow back.

M. Stephany Improvements Apply Modern Methods To

This settee is from a new bergere suite by Stephany. Frame is walnut, with hand carving.

(*continued from previous page*)

possible handling between, the machines being arranged to give a straight-through flow.

Fibre, felt, and latex foam cushion interiors, which are all bought in, are stored under cover on the roof, and taken down to the upholstery store on the first floor as required.

A large cover store occupies one end of the top floor. For the full range of production a considerable stock of materials must be kept on hand, as it includes hides, leathercloths, brocatelles, uncut moquettes, and so on, in numerous colours and patterns.

The cutting room is adjacent to the cover store. There are two full-length tables for lays, and two hand cutting tables, one for hide cutting and one for special or urgent jobs.

Lays—up to thirty pieces at a time, each of a full suite—are cut with an electric knife.

From here the covers, in suites, go by lift to the sewing room on the floor below, and then to the upholstery store in the middle of the floor. Cushions are diverted to the cushion filling room underneath the sewing room, on the ground floor.

Meanwhile the frames, made and stored on the ground floor, come up by lift in rotation to the upholstery floors on the first floor. The upholsterer draws his stores—cover, canvas, fibre and felt—from the upholstery store. Finished articles are taken down by lift to the despatch room below.

Here the filled cushions meet them, and the fitting is carefully checked. Before despatch every item is cleaned by vacuum cleaner.

To maintain quality there is a thorough system of inspection while work is in progress. Frame components do not go forward to assembly until they are passed (incidentally no part of the frame is left rough—every piece going through planer and four-cutter), and meticulous attention is paid to joints, which are screwed and glued.

Frames themselves are again checked on completion before being allowed to enter the upholstery shops.

Supervision on the cutting, sewing and upholstery floors combines that function with inspection. Upholstery jobs are continually under the inspector's eye as they progress, and no finished chair or settee leaves the floor without the foreman's signature on the work ticket.

Before despatch, while cushions are being fitted, there is a final inspection. Great attention is paid by the management to maintenance of quality, linked with a prompt service to deal with repairs and complaints. The association is logical—the more careful the inspection before despatch, the fewer the calls on the other service.

With the production reorganisation went the introduction of more scientific management. To begin with, the number of lines was reduced from about 40 to about 25—though covering a wide price-range—including the "Silcrush" hide and the bergere ranges. The latter, by the way, being in polished walnut and sent out on contract for the French caning, have no parts in common with the other lines.

Standardisation has been introduced as far as possible. In general the 25 lines come down to three frame sizes, meaning that some parts, such as stiles and rails, can be standardised to these three lengths. There is a standard centre for dowel holes.

Frames are not made exactly to orders, a small stock being kept to

Cutting suites from hides is still a skilled hand job. Using a clicker's knife, the cutter places his templates so as to take advantage of the best parts of the hide. There is surprisingly little waste, the offcut strips and pieces going to make welts.

Production Based On Craftsmanship

cover urgent delivery orders, etc. This stock is being constantly turned over, and in fact amounts to a certain amount of anticipation of orders.

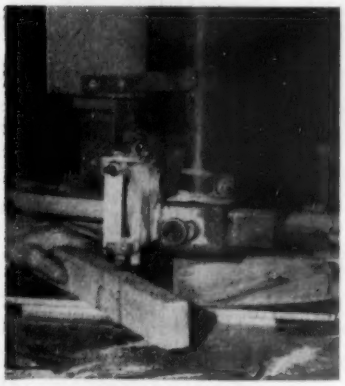
Stock control is achieved by keeping a constant watch on the turnover of frames and cover materials, the record being kept on paper. Reference to the records is routine.

Orders are typed in quintuplicate, copies going to the foremen or managers concerned and to the general manager, who is personally responsible for their progress through the factory.

It is more vital in the frame shop, owing to the production in lots for the different lines, instead of exactly to order. The frame shop manager maintains a chart on which he enters the details of all orders, and a stock record of the frames produced. Cross reference is routine to ensure that the advance stock of frames keeps pace with the proportions of different lines ordered.

The chart also acts as a reference to work required, going through, and finished, so that the position of any particular order can be readily seen.

The general manager keeps a file of all orders and the date of arrival, and has a weekly check on its contents. Impending special delivery dates are thus kept in view, and any tendency for an order to remain unfulfilled is obviated.



Special jigs used on the bandsaws to produce seat braces etc. from offcuts, eliminating marking-up. Production has been stepped up from about 25 parts per minute to about 60. This jig provides the angle at one end and (on the sloping ramp) a bevelled angle at the other.

Delivery is by the firm's own transport, so the works manager sorts the orders as far as possible, from his own copies and from the work tickets, into loads for despatch.

Efficiency in accounting has been much improved by the acquisition of an electric accounting machine.

The reorganisation has enabled the company to devote a part of the ground floor to a showroom, which has been open for about four months now. This was later supplemented by a travelling show van, which, of course, also supplements the periodic stockrooms.

Combining the functions of both jig and guard, this jig for use on the spindle moulders allows handling close to the cutter, and straight-through motion with several parts together when working on narrow ends.

(*continued from column 3*)

in bulk between polishing shop and baizing room. The tops are carried face to face, surfaces being protected by scrap strips of baize.

Whereas previously components were placed one by one in a drying oven which is a little above floor level, now a ramp has been built up to the oven and truck-loads of components can be wheeled straight in.

Bringing components to the assembly workers has been improved by the provision of trucks with compartments. One truck, for example, may hold enough components, sorted into the compartments, to assemble 24 small sideboards. It is wheeled to the assembly point, and provides a handy mobile store.

Work Study Saved Waste For East Bros. Ltd

SAVING of wasted materials, time and labour effected by East Bros. Ltd., of Dundee, has demonstrated to their satisfaction that work study is no mere fad of the moment.

A junior executive had been sent on one of the Glasgow Royal Technical Colleges "pressure" courses, designed to give a grasp of the principles of scientific management.

A special feature of the course, of which the firm took advantage, is follow-up supervision. Tutors from the college visit their pupils' factories over a period of nine weeks to advise and check on the progress of work on specific projects.

The improvements detailed here were carried out by this executive and the works manager, with the co-operation of visiting members of the college staff.

They devised a system to avoid waste when cutting panels from standard sizes of plywood boards supplied by the timber merchants. For convenience they experimented with quarter-size panels and boards.

By placing the miniature panels in a series of different patterns on the boards, they achieved a pattern of cuts which gave the maximum utilisation and minimum waste.

At-A-Glance Table

A table of permutations was thus produced, showing at a glance the maximum number and type of panels which could be made from any standard size of board. Besides saving waste, this system has enabled the firm to order boards from the suppliers much more accurately and simply.

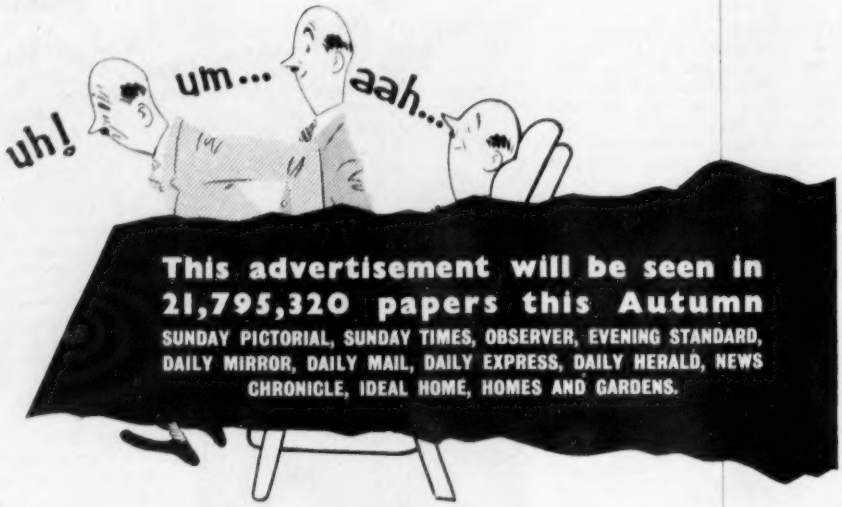
Wastage in the sawyer's department is now usually as little as 3 to 5 per cent, and never more than 10 per cent. If the sawyer has to cut a particularly complicated series of panels he is shown the arrangement on the quarter-size board before being given the full-size job.

Time has been saved by stacking square-edged timber in separate piles according to width, simplifying the job of selecting the correct width

Here, too, tables have been worked out as with the ply boards to ensure maximum use of square-edged timber.

Handling has also been the subject of work study, and has been rationalised to a considerable extent. Specially built light wooden bogies are used to transport small table tops

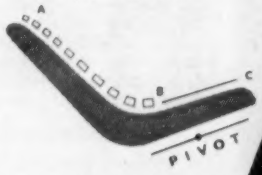
(*continued foot of column 2*)



This advertisement will be seen in 21,795,320 papers this Autumn

SUNDAY PICTORIAL, SUNDAY TIMES, OBSERVER, EVENING STANDARD, DAILY MIRROR, DAILY MAIL, DAILY EXPRESS, DAILY HERALD, NEWS CHRONICLE, IDEAL HOME, HOMES AND GARDENS.

THIS IS THE EXCLUSIVE CHRISTIE-TYLER PIVOT ACTION



When you sit in the Christie-Tyler "Hammo the patent pivoted base adjusts the mu hammock (AC) so that every inch of your sp immediately cushioned and supported.

Increased productivity brings prices down

The new reduced prices now range from £6 to £15. Write today for our free coloured booklet.

Sinking back (like the gentleman pictured above) into a Christie-Tyler chair will prove as big a surprise to you as it did to him. The

We support our stockists with free supplies of:–

CATALOGUES, LEAFLETS, SHOWCARDS, LINE-BLOCKS, ADVERTISEMENT LAYOUTS, WINDOW-DISPLAYS

approval at shops in your district. See the chairs. Sit in them. Very soon you will suddenly say "This is *my* chair!"

CHRISTIE-TYLER

CHRISTIE-TYLER LTD. BRIDGEND, GLAMORGAN. Bridgend 600, 601, 602
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CHRISTIE -TYLER PRODUCTS

TRADE MARK

HARDWOOD MARKET

By Quercus

No "Early" Action On $ Timbers

AS reported in last week's issue, the official attitude in regard to the reopening of the dollar hardwood market is that the dollar situation is still such that there is very little likelihood of early action being taken. What is now exercising the mind of the trade is the precise interpretation that should be placed on the word "early" and there is a definite feeling that some more precise indication of future intentions should have been possible.

* * *

Recent reports as to the volume of demand from the furniture industry have varied according to area but, in general, it is agreed that there has been a steady improvement compared with the past few weeks.

Ramin from Sarawak and West African abura have both been much in the picture recently and there has also been some call for West African limba as a substitute for oak which continues in short supply.

* * *

Some indication of the oak position is gained from a study of the current Japanese market. Shippers are continuing to quote very high prices, particularly for any stock offered for prompt shipment. Despite this, however, during the past week or so some substantial orders have been placed from U.K. importers for stock which is not due to be shipped until early next year.

* * *

As far as the plywood trade is concerned, it is reported that this also has been experiencing a greater degree of enquiry from the cabinet trade. The Finnish plywood mills are now very firm in their prices and most of the mills are strongly committed ahead with orders for late shipment dates. Most offers now are for November-December onwards.

* * *

The Ministry of Materials has been formally dissolved and its functions transferred to the Board of Trade. The Timber Directorate is now incorporated in that Department, but, as forecast some time ago, the Directorate itself will close down finally on September 30. As from October 1 next, all matters relating to strategic timber and plywood stocks will be the responsibility of the Timber Branch of the Strategic Stocks Division of the Board of Trade.

OUR TECHNICAL ADVICE SERVICE

Question and Answer

on your production problems

ENQUIRIES should be addressed to The Features Editor, "Furnishing World," 180 Fleet Street, London, E.C.4. Where a reply is wanted by post, a stamped addressed envelope should be enclosed.

Care of Spray Gun

WE should appreciate some hints on caring for a spray gun of the air pressure, cup-fed type.

THE air valve packing, fluid needle packing and trigger bearing should be lightly oiled every day. The air cap, a vital part of the gun, needs cleaning frequently, otherwise the spray pattern will be affected.

The gun should be dismantled whenever a change of the material being sprayed is required. Careful stripping and accurate reassembling are essential to avoid crossed threads, burrs or bent needles. Working parts should not be scraped. Immerse the part concerned in the solvent and scrub with a stiff brush.

After reassembly the external parts can be wiped with a rag, the gun connected up, and a little solvent blown through it. It is then oiled and is ready for use.

The gun should be cleaned in this way at the end of each shift. If time is short and the same material is to be used, it can be disconnected, emptied and left in a steep of cleaning solvent.

* * *

Deep Bleaching

IS it possible to bleach timber through and through? The two solution bleach I am using acts only on the surface and will not bleach through even veneer thickness,

ALL one and two solution bleaches act only to a depth equal to about the thickness of the paper on which this is printed. For this reason the work must be sanded to specification before bleaching is started, and thereafter only light sanding is possible if the bleached surface is not to be cut.

It is possible to bleach veneers throughout their thickness—it is done before assembly so that they can be laid and sanded in the usual way without damage. Bleaching this way needs special apparatus and is done by at least one firm for the trade. It is not yet possible to bleach solid timber through and through.

* * *

Staining Veneers

WE are having trouble with the shades of stained veneers. Can you tell us how to avoid the edge veneers coming up lighter than the figured panels?

CROSS-grained or curly-grained face veneer will absorb more stain than straight-grained veneer and show up darker with the same stain treatment unless it is specially conditioned. Many finishers moisten veneers of this type with water just before staining. This prevents excessive stain collection and penetration. The amount of moistening will be discovered by experience.

Arm-in-arm

They'll enter arm-in-arm. They'll prod the Fantasia's luxury upholstery, and revel in its comfort. Then while *she* goes into raptures over the gay coverings, *he* will congratulate himself on the modest price. They'll go out arm-in-arm — pleased with themselves for choosing well, pleased with *you* for showing them just what they wanted—the Buckingham Fantasia divan.

Comfort-conscious customers know

it's Buckingham for Beds

A. F. Buckingham Ltd., Willowbrook Grove, Trafalgar Avenue, London, S.E.15. *Tele: BERmondsey 2612-3-4*

There's a growing demand for these well-made, space-saving KITCHEN CABINETS by REMPLOY

3 ft. REMPLOY *Cabinet in cream or cream and green; also medium or light oak. Other sizes available are 2 ft. and 2 ft. 6 ins.*

The latest REMPLOY Kitchen Cabinets are expertly designed to make full use of every cubic inch of space. The result is good accommodation without cumbersome bulk. Just what is needed in the smaller kitchens of present-day homes! Hence the increasing public demand. Link up with REMPLOY *now* and share in the growing sales.

For full details write to

We are having a Stockroom at the Royal Hotel, Princes St., Edinburgh, Sept. 28-30

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Trading Results

F. Austin Profits Up

An increase from £39,239 to £54,979 in the net profit of **F. Austin (Leyton)**, furniture manufacturers, after taxation of £65,500 (£48,630), is shown in the preliminary statement for the year to June 30, 1954. A final dividend of 27½ per cent is recommended on the £72,000 Ordinary capital, making 40 per cent, less tax. For the previous year a similar total, plus a special tax-free bonus of 6d. per 1s. unit to mark the company's twenty-fifth anniversary, were paid.

Bambergers' Trade Increased

Group untaxed profit of £416,529 to March 31, 1954, is £20,846 higher but "it is the result of a considerably larger turnover," says the chairman of **Bambergers**, Mr. H. R. Woodburn Bamberger. Turnover for the four months ended July, 1954, shows an increase over the parallel period of 1953.

From Loss To Big Profit

Trading profits of **Whitworth & Mitchell**, textile manufacturers, for the year to June 30 were £149,184, compared with a previous loss of £2,841; and a taxed net profit of £71,822 compared with a deficit of £31,230.

Drage's Figures

The income in 1953 of **Drage's**, from investments, etc., excluding £3,360 net not relating to year applied in writing down book value of investments, was £81,921 (£45,781). Deduct administration expenses £2,460 (£1,605), directors' and audit fee £325 (£400), tax £38,134 £23,196), 15 per cent Preferred Ordinary dividend £28,875 (nil), balance £12,127 (£20,580). Add net revenue, after tax, for years 1946 to 1952 formerly applied in writing off accumulated losses at December 31, 1945, now released—being charged to capital reserve account—£229,133, less adverse balance £38,536, making £202,724. To provision to contingencies £200,000 (nil), forward £2,724.

VOLUNTARY LIQUIDATION

S. Halpern, Ltd., High Street, St. Albans, Herts, and The Cloisters, St. Albans, retail furnishers.

The statutory meeting of creditors was held recently in St. Albans, at which a statement of affairs was presented showing liabilities totalling £4,806.

That figure comprised: £3,807 trade and expense creditors; £153 due under a hire purchase agreement; £46 customers' deposits; and £800 director's loan. The assets were valued at £3,580, and the deficiency as regards creditors was shown at £1,226.

The company was formed in September, 1951, with a nominal capital of £100, all of which had been issued, to deal in furniture and furnishings.

During the discussion the director who was owed £800 for loans agreed to withdraw the claim.

Creditors confirmed the voluntary liquidation and appointed Mr. A. E. Attwood, accountant, 21/22, Lawrence Lane, London, E.C.2, to act as liquidator, with a committee of inspection.

The following are creditors for £50 and more:—

Annerley Bedding Co., Ltd., £550; Amswych & Co., Ltd., £184; A. V. Humphries, Ltd., £61; British Congoleum, Ltd., £116; Dependable Furniture, Ltd., £323; Dundee Linoleum, Ltd., £277; Freedman Upholstering Co., Ltd., £98; Glendale Cabinet Sales Co., £105; Holmwood Furniture, Ltd., £150; H. Brenner & Sons, Ltd., £80; H. W. Reed (Furnishing), Ltd., £85; J. Holdsworth & Co., Ltd., £167; John Thornton & Co., Ltd., £51; Pfeffer, Ltd., £57; Stirling Floorcloth Co., Ltd., £77; S. Turner (Cabinet Works), Ltd., £280; Sleepy Valley (Bedding), Ltd., £148; Spiralynx (1933), Ltd., £214; Herts Advertiser, £206.

NEW COMPANIES

The undermentioned particulars of new companies are taken from the Daily Register compiled by Jordan & Sons, Ltd., Company Registration Agents, 116 Chancery Lane, W.C.2.

Haigh & Lees, Ltd.—Registered August 9. Stephenson Street, Waterhead, Oldham. To take over business of manufacturers of and dealers in woodworking machines and engineers carried on as "Haigh & Lees" at Waterhead, Oldham. Nominal capital: £4,000 in £1 shares. Directors: F. Haigh, 311 Frederick Street, Oldham; T. P. Lees, 2 Vicarage Street, Hollinwood. Oldham.

Taylor, Taylor, Clegg, Ltd.—Registered August 9. Chelford Avenue, Layton, Blackpool. To carry on business of manufacturers of and dealers in household, kitchen, café and restaurant equipment, etc. Nominal capital: £500 in £1 shares. Directors: J. C. Taylor, 10 Bertrand Avenue, Blackpool; Peggy Clarkson, 79 Knowle Avenue, Blackpool.

Heathcote Productions (Newcastle, Staffs), Ltd.—Registered August 9. 9 Templar Crescent, Newcastle under Lyme. To carry on business of manufacturers of and dealers in furniture, hardware, ironmongery, etc. Nominal capital: £1,000 in £1 shares.

Domestic Equipment Hire Purchase, Ltd.—Registered August 7. 2a Ward Street, West Hartlepool. Nominal capital: £2,000 in £1 shares. Directors: J. W. Rudd and Mrs. M. Rudd, 32 Eldon Grove, W. Hartlepool.

COUNTY COURT JUDGMENTS

The following information has been taken from the Registry of County Court Judgments, the Treasury, S.W.1. Publication does not imply inability to pay. Debts may have been paid, or may refer to disputed cases.

Mason, J. C. (male), 152 Cyfartha Street, Cardiff, cabinet maker. £13 18s. July 22.

Pool Transport (Furniture), Ltd., registered office Clumber Buildings, Clumber Street, Nottingham. £44 2s. 3d. June 23.

Lanes (Ilford) Furniture Co. (a firm), 97 Ilford Lane, Ilford. £20 7s. 10d. July 12.

McAllister, D. (male), 32 Wood Street, Maryport, Cumberland, upholsterer. £19 12s. 5d. July 20.

Willan, Robert, 27 Queensway, Dukinfield, Chester, upholsterer. £11 4s. 3d. July 14.

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Stockroom Dates

for week beginning September 6

NATHAN AGRAN, LTD. September 6 and 7, at Rougemont Hotel, **EXETER.** Mr. P. R. Cottrell in attendance. September 6 to 10 at 10-12 Bristol Street, **BIRMINGHAM.** Mr. E. F. Gisbourn in attendance. September 9 and 10, at Y.W.C.A., Lockyer Street, **PLYMOUTH.** Mr. H. Pearce in attendance.

* * *

EXELOAK, LTD. September 6 to 11, at Grand Hotel, **SHEFFIELD.** Mr. J. Bobroff and Mr. A. Kidby in attendance.

* * *

HARRIS LEBUS, LTD., will hold the following stockrooms during the week beginning September 6: Adelphi Hotel, **EDINBURGH** (Mon. to Fri.), Mr. J. R. Johnston; All Saints' Church Hall, **MIDDLESBROUGH** (Mon to Thurs.), Mr. K. F. Bodden; Kirke White Boys' Club, **LINCOLN** (Mon. to Fri.), Mr. R. F. Phillips; Regent Theatre Ballroom, **NORWICH** (Mon. to Fri.), Mr. J. R. Howes; Music Hall, **SHREWSBURY** (Mon. to Thurs.), Mr. G. C. Owens; Grand Hotel, **PETERBOROUGH** (Mon. to Thurs.), Mr. E. W. Lashbrook; Blue Circle Club, Northfleet, **GRAVESEND** (Tues. to Thurs.), Mr. T. E. Jones, St. David's Parish Hall, **CARMARTHEN** (Tues. to Thurs.), Mr. C. Pennell; Lower Victoria Hall, **BARROW-IN-FURNESS**, Mr. A. Haskins; Connaught Rooms, Queen Street, **CARDIFF** (Mon. to Fri.), Mr. C. Crawley; Churchill Hall, **DERBY** (Mon. to Fri.), Mr. W. Nicholson; Royal Hotel, **BRISTOL** (Mon. to Fri.), Mr. P. Irish.

* * *

WILLIAM LAWRENCE & CO., LTD. September 6 to 10, at Chamber of Commerce Buildings, **BIRMINGHAM.** Mr. H. M. Coppock in attendance.

* * *

S. MORRIS & SONS (LEEDS) LTD. September 6 to 17, at McLellan Galleries, **GLASGOW.** Mr. H. Ness and Mr. Chick Morris in attendance. September 6 to 10 at Grand Hotel, **BIRMINGHAM.** Mr. C. H. Morris and Mr. R. L. Morris in attendance.

* * *

SHRAGER BROS., LTD. September 6 to 10 at Royal Hotel, **CARDIFF.** Mr. J. Price and Mr. F. J. Waldron in attendance. Also at New Millgate Hotel, **MANCHESTER.** Mr. S. Sharpe and Mr. F. G. Waldron in attendance.

* * *

SKLAN (HEIRLOOM FURNITURE) LTD. September 7 to 10 at Durant Hall, **NEWCASTLE.**

* * *

LUXURY UPHOLSTERY, LTD. September 9 to 23 at firm's showroom, 827-833 Wandsworth Rd., **CLAPHAM, S.W.8.**

N. NORMAN, LTD. September 6 to 10 at Angus Room, 55 Park Lane, **W.1.** Mr. Norman in attendance.

* * *

Joint stockroom by SUPERFINE FURNITURE, LTD., SUPOLSTERY, LTD., B. ROSE & CO., LTD., B. FELDMAN & CO. and L BARGET, LTD. September 6 to 8, at Station Hotel, **HULL.** Mr. Harold Miller in attendance.

* * *

M. A. RAPPORT & CO., LTD. September 6 to 17 at St. Thomas' Hall, **HAVERFORDWEST.**

* * *

STYLES & MEALING, LTD. September 6 to 9 at Imperial Hotel, Temple Street, **BIRMINGHAM.** Messrs. R. H. and G. Styles and Mr. E. W. A. Niblett in attendance. Also September 6 to 9 at Greyhound Hotel, High Street, **CROYDON.** Messrs. R. H. and G. Styles and Mr. G. B. Till in attendance.

* * *

Joint stockroom by BRISTOW & TOWNSEND, LTD., CONWAY (UPHOLSTERY), LTD., and ELLIOTTS OF NEWBURY, LTD. September 6 to 10 at Holborn Restaurant, **LONDON, W.C.1.**

* * *

WEST OF SCOTLAND FURNITURE MANUFACTURING CO., LTD. September 6 to 11 at Milton Hall, Deansgate, **MANCHESTER.** Mr. S. A. Richardson and Mr. P. Crowther in attendance.

* * *

WOOD BROS. (FURNITURE), LTD. September 6 to 10 at Shaftesbury Hotel, Monmouth Street, **W.C.2.**

* * *

GEORGE HENSHER, LTD. September 6 to 9 at Christchurch Institute, Fitzroy Street, **CAMBRIDGE.** Mr. Jack Martin and Mr. Ken Chapman in attendance.

* * *

STAG CABINET CO., LTD. September 6 to 10 at George Hotel, **READING.** Mr. G. E. Fisher in attendance. Also September 6 to 10 at Grosvenor Hotel, **MANCHESTER.** Mr. Dudley G. Read in attendance.

* * *

CHARLES NEWTH & SONS, LTD. September 6 to 10 at Imperial Hotel, **BIRMINGHAM.** Mr. L. F. Sayers and Mr. E. W. Niblett in attendance. Also September 6 to 10 at Grosvenor Hotel, **MANCHESTER.** Mr. A. W. Frazer and Mr. M. Lockwood in attendance.

* * *

F. AUSTIN (LEYTON), LTD. September 6 to 10 at Criterion, Piccadilly Circus, **W.1.** September 6 to 9 at Christian Institute, 70 Bothwell Street, **GLASGOW, C.2.**

* * *

W. WOLBERG (successors of L. Wolberg, Ltd.). September 6 to 10 at Grosvenor Hotel, Deansgate, **MANCHESTER.** Mr. Dudley C. Read in attendance.

* * *

NURSERY FURNISHINGS, LTD. September 7 to 10 at Angel Hotel, Bridge Street, **NORTHAMPTON.** Mr. A. W. Millns in attendance.

* * *

BRIDGE UPHOLSTERY (LEEDS), LTD. September 6 to 10 at New Millgate Hotel, Long Millgate, **MANCHESTER, 3.** Mr. S. Sharp and Mr. Chris Brown in attendance. Also at Nottingham Mechanics' Institution, Trinity Square, **NOTTINGHAM.** Mr. John Betts in attendance.

* * *

MORRIS WILKINSON & CO. (NOTTINGHAM), LTD. September 5 to 10 at Connaught Rooms, Queens Street, **CARDIFF.** Mr. A. L. Bacon and Mr. R. A. Hill in attendance. September 6 to 10 at Grosvenor Hotel, **MANCHESTER.** Mr. R. G. Thompson in attendance. Also at Kensington Hotel, College Square East, **BELFAST.** Mr. A. McKeown and Mr. S. D. Fairbourn in attendance.

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*10,009.—"Sterling" lampshades.
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10,012.—Wooden plate racks.
10,013.—Wooden or metal meat safes with legs.
10,014.—"Guildoak" furniture.

* Means unanswered. Can any reader help?

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Aberdeen - - 20th—24th Sept.
Ayr - - 27th Sept.—1st Oct

NORTH-EAST

Hull Permanent Showrooms

Huddersfield 30th Aug.—3rd Sept.
Middlesbrough 6th—9th Sept.
Lincoln - - - 6th—10th Sept.
Leeds - - - - 13th—17th Sept.
Sheffield - - - 13th—17th Sept.
Darlington - - 21st—23rd Sept.
Doncaster - - 20th—24th Sept.
Bradford - - - 20th—23rd Sept.
Newcastle - - 20th—24th Sept.
York - - - - 28th—30th Sept.
Grimsby - - - 5th—7th Oct.

NORTH-WEST AND WALES

Liverpool Permanent Showrooms from September 27th

Manchester Permanent Showrooms

Chester - 30th Aug.—2nd Sept.
Swansea - 30th Aug.—3rd Sept.
Carmarthen- - 7th—9th Sept.
Barrow - - - 7th—9th Sept.
Cardiff - - - 6th—10th Sept.
Newport - - 20th—24th Sept.
Carlisle - - - 20th—24th Sept.
Bolton - - - 27th—30th Sept.
Preston - 27th Sept.—1st Oct

SOUTH-MIDLANDS AND EASTERN COUNTIES

Birmingham Permanent Showrooms

Leicester Permanent Showrooms

Southend 30th Aug.—2nd Sept.
Nottingham 30th Aug.—3rd Sept.
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Walsall - - 31st Aug.—3rd Sept.
Norwich - - - 6th—10th Sept.
Shrewsbury - - 6th—9th Sept.
Peterborough - 6th—9th Sept.
Derby - - - 6th—10th Sept.
Ipswich - - 13th—16th Sept.
Wolverhampton 13th—16th Sept.
Cambridge - - 20th—23rd Sept.
Northampton - 20th—24th Sept.
Burslem - - - 20th—24th Sept.
Colchester - - 20th—24th Sept.
Oxford - - 27 Sept.—1st Oct.
Romford - - - 28th—30th Sept.

SOUTH

London Permanent Showrooms

Swindon - 30th Aug.—1st Sept.
Croydon - 30th Aug.—3rd Sept.
Exeter - 30th Aug.—3rd Sept.
Tunbridge Wells 31st Aug.—3rd Sept.
Gravesend - - 7th—9th Sept.
Bristol - - - 6th—10th Sept.
Reading - - - 13th—17th Sept.
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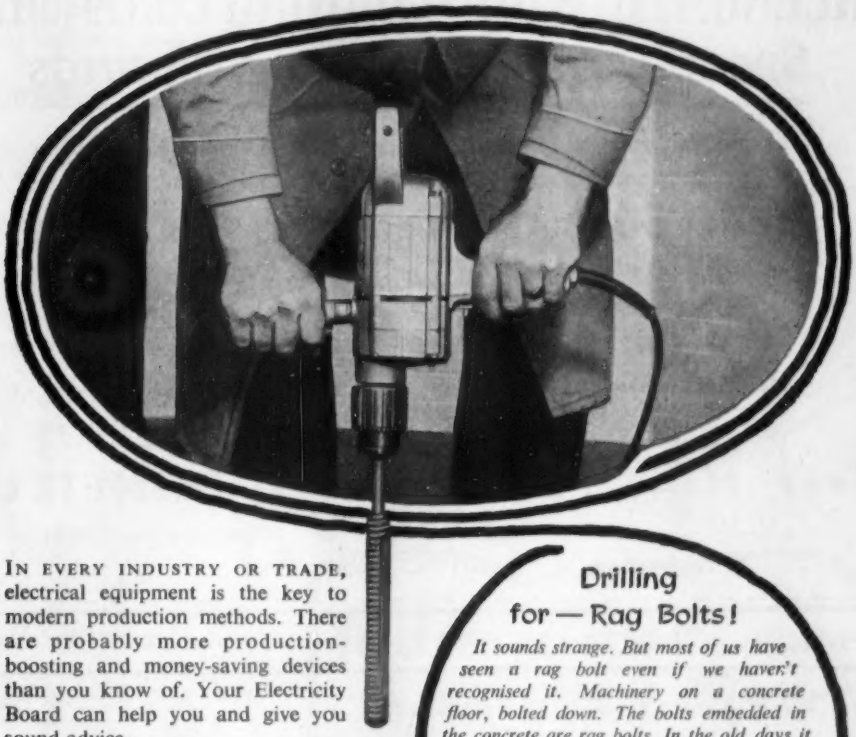

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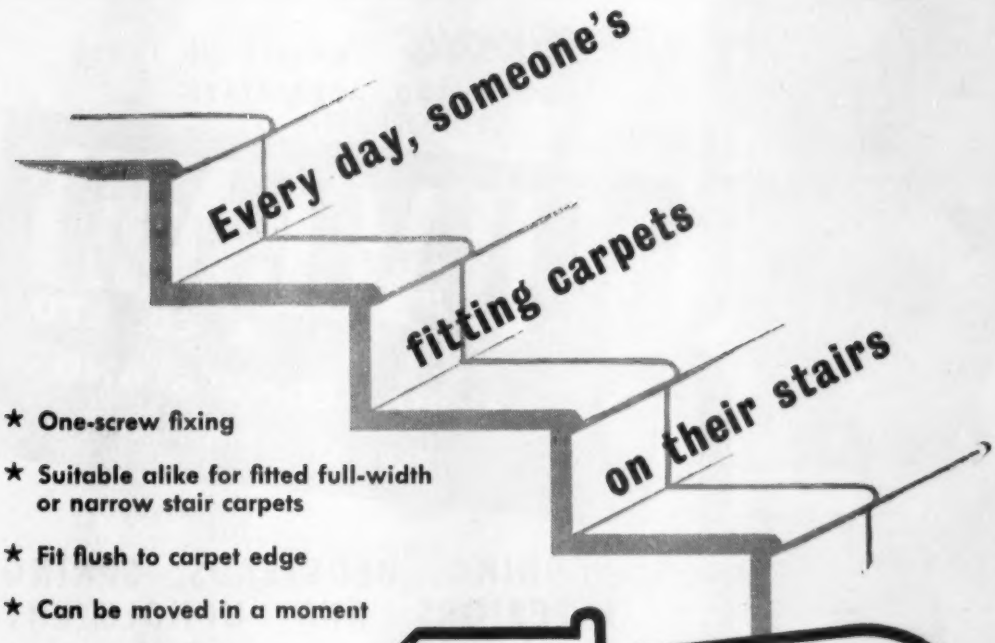

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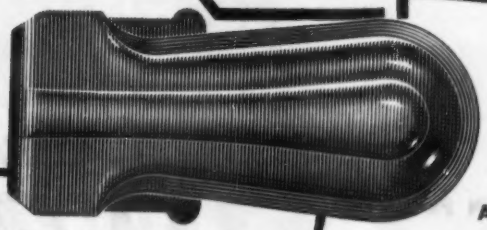

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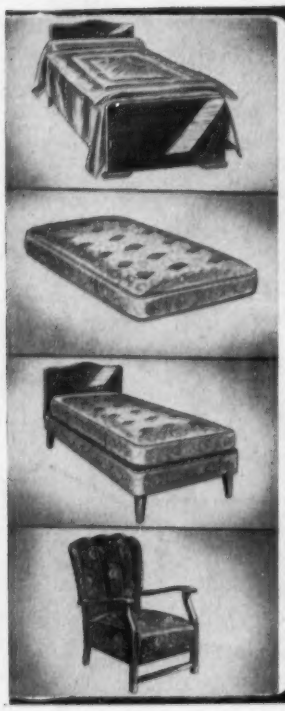

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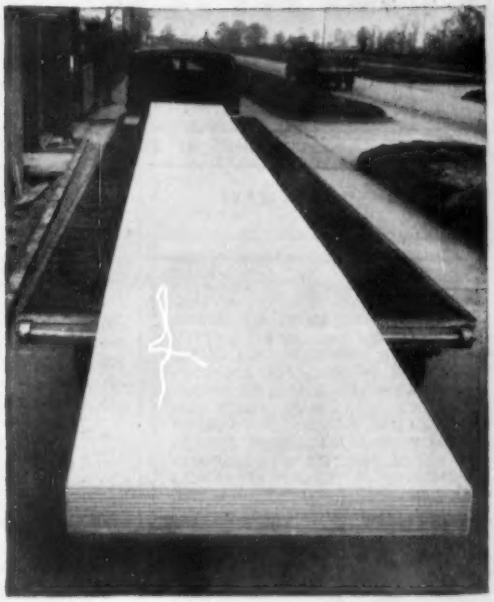

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ALL ADVERTISEMENTS RECEIVED BY FIRST POST ON TUESDAY WILL APPEAR IN THE SAME WEEK'S ISSUE

SITUATIONS VACANT

THE ENGAGEMENT OF PERSONS ANSWERING THESE ADVERTISEMENTS MUST BE MADE THROUGH A LOCAL OFFICE OF THE MINISTRY OF LABOUR OR A SCHEDULED EMPLOYMENT AGENCY IF THE APPLICANT IS A MAN AGED 18-64 INCLUSIVE OR A WOMAN AGED 15-59 INCLUSIVE UNLESS HE OR SHE, OR THE EMPLOYMENT, IS EXCEPTED FROM THE PROVISIONS OF THE NOTIFICATION OF VACANCIES ORDER, 1952.

ACCOUNTS manager required for retail West London furniture shop. Must be fully experienced in all branches of Hire Purchase and office routine. Progressive position for right man. State salary required. Send details of experience in confidence to—Box No. 9421 Furnishing World 180 Fleet Street E.C.4.

AN INTERESTING opening occurs with a leading Company of Upholstering Spring Unit Manufacturers for a fully qualified upholsterer with a wide and varied experience in all classes of the trade, or one who has had technical training. The post, which is both permanent and new, will have three main functions: (1) Experimental upholstering of spring units, (2) Co-ordinating in the development and testing of new spring units, and (3) Travelling technical adviser. Applicants must be prepared to take up residence in the district and be between 30-40 years of age, of good appearance and education.—Replies giving fullest details of education and career to date, with salary expected to: Box No. 9429 Furnishing World 180 Fleet Street E.C.4.

ASSISTANT GENERAL MANAGER. Applications are invited for this position of responsibility in one of the North's largest Furnishing Stores. Applicants must be keen and energetic, with a full and varied experience of administration, display and sales promotion in good class hire purchase trade. The position affords every opportunity for individuality, and will eventually lead to a General Managership in another large store. Total remuneration not less than £1,250 p.a.—Write giving full particulars of past experience, present employment, age, and enclose recent photograph, to: The Directors, Wades Furnishing Stores, (Manchester) Limited, 6/12 Oldham Street, Manchester.

SITUATIONS VACANT

CARPETS AND BEDDING SALESMAN REQUIRED, MUST HAVE EXPERIENCE OF GOOD CLASS TRADE, PERMANENT POSITION WITH PENSION. —LENLEYS, BURGATE, CANTERBURY.

CARPET and linoleum planner with sound experience required immediately. Must be skilled and competent. Good wages, five-day week.—Apply Manager, Edmonds of Southgate, Station Parade, Southgate, N.14.

DISPLAY. Young man or woman wanted with display or interior decoration experience for display staff of large Retail House Furnishers, progressive appointment.—Apply in writing only giving full detains of experience and salary expected, to: Managing Director, Wylie & Lochhead, Ltd., Buchanan Street, Glasgow.

EXPERIENCED Estimating Clerk wanted; must be competent to prepare quantities and prices for all classes of interior fittings, bars, and furniture for hotels, clubs and public buildings; permanent position for right man; assistance with housing if required.—Reply in confidence with full particulars, age (25-55), salary required, copy of references and sample estimate to: Messrs. C. & R. Wall, Ltd., 9 Ashdell Road, Sheffield, 10.

FIRST-CLASS veneer preparers required for work in premises near Old Street Station, E.C.—Full particulars to: Box. No. 9431 Furnishing World 180 Fleet Street E.C.4.

FIRST - CLASS WINDOW DRESSER required for large complete furnishing house. Experience essential. High wages offered to first-class man.—Apply A. Adams & Son (Furnishers), Ltd., 31-41 Clarendon Road, Harrow. 5171.

FULLY EXPERIENCED Furniture and Bedding Salesman capable of taking charge of Branch shop. Excellent opportunity for advancement for keen man.—Apply: ADAMS OF HARROW, 34/41 Clarendon Road, Harrow.

FURNISHING SALESMAN, competent knowledge and experience of cabinets, linoleums and carpets, soft furnishing and bedding. Must be alert and good salesman. Thursday half-day closing.—Apply Manager, Edmonds of Southgate, Station Parade, Southgate, N.14.

SITUATIONS VACANT

FURNITURE INSPECTOR. The British Standards Institution invites applications from men with practical knowledge of furniture production—especially upholstery—for appointment as furniture inspectors in the Midland area.—Apply in writing giving full details of previous experience with trade references, etc., to: The Establishment Officer, 2 Park Street, W.1.

Manager Assistant for contract department of large retail furnishing house in Scotland; must be fully conversant with all furniture and furnishings for Hotels, Institutions, Ships, etc., and able to complete schedules; early prospects of senior position.—Write stating age, details of experience and salary required: 2682, Wm. Porteous & Co., Glasgow.

PARKER-KNOLL LTD. require:

(a) Salesman with good class retail experience in the furniture trade for duties in receiving retail and trade buyers. Knowledge of exhibition stand work and special displays desirable. Successful applicant would also be required to spend periods at London and Provincial showrooms.

(b) Young man to deal with all matters arising from advertising, special displays, publicity, etc.

—Apply in writing, giving details of age, experience and present salary, to: Personnel Officer, Temple End, High Wycombe, Bucks.

SHEARD BINNINGTON, LTD., HIGH STREET, DONCASTER
having now completed extensive building alterations and development plans have vacancies for the following staff:
SENIOR CABINET SALESMAN
FULLY EXPERIENCED CARPET SALESMAN
FULLY EXPERIENCED SOFT FURNISHING SALESMAN
FULLY EXPERIENCED BEDDING SALESMAN
In all cases applicants must have thorough experience in their trade and be used to a good/medium class type of business. Accommodation is available for applicants in the form of new semi-detached houses now building.—Write, giving full details of previous experience to:
General Manager, Sheard Binnington, Ltd., High Street, Doncaster.

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SITUATIONS VACANT

PARKER-KNOLL LTD. require Salesman for showroom opening at 43 Temple Street, Birmingham. Previous experience in good class retail furnishing trade essential. Man with administrative ability capable of undertaking eventual management of the showroom is required. —Apply in own handwriting giving details of age, experience and present salary, to: Personnel Officer, Temple End, High Wycombe, Bucks. Previous applicants need not re-apply.

PROGRESSIVE retail organisation in South of England requires Trained Salesmen (with prospects of managerships), Head Clerks, Accounts Inspectors, Agreement Checkers and Display Personnel.—Full particulars to Box No. 9400 Furnishing World 180 Fleet St. E.C.4

SENIOR SALES CLERK required for post demanding initiative and organising ability, must be accurate, methodical and experienced in despatch and general sales office routine.—Forward full details of age, experience and salary required, to: Sales Director, Beatall Furniture Limited, Penhall Road, Charlton, S.E.7.

THE COUNCIL OF INDUSTRIAL Design requires senior officers to cover each of the following industries: (a) Pottery, (b) Textiles, (c) Cutlery and Flatware. An interest in industrial design, and experience of the managerial, buying, sales, or design side of the industry concerned essential. Starting salary £910-£1,040 rising to £1,136, **or** £1,180-£1,270 rising to £1,408 according to experience. Women's rates somewhat lower. Contributory pension scheme.—Write (stating industry) for further information and application form to: The Establishment Officer, Tilbury House, Petty France, S.W.1.

UPHOLSTRESSES for soft furnishings workroom. Also loose cover cutter.—Hotel Renovations Ltd., 258a North End Road, Fulham, S.W.6. FUL 2238.

WORKS MANAGER

Required for London precision woodworking factory. Highly experienced man able to organise, control and increase production. Salary £2,000-£3,000 according to qualifications, plus production bonus.—Write giving full details of past experience, in confidence, to: Managing Director, Box No. 9430 Furnishing World 180 Fleet Street E.C.4.

SITUATIONS VACANT

WOLFE & HOLLANDER LTD., require experienced sales staff in cabinet and soft furnishings depts. at their new Broad Street, Reading, store.—Apply: Broad Street, Reading, or 227 Tottenham Court Road, London, W.1.

WORKS MANAGER with modern technical and production experience required for Furniture Factory in Scotland producing fireside chairs and occasional furniture. Man with progressive ideas essential. Excellent remuneration and prospects.—Write in confidence: Managing Director, Box No. 9435 Furnishing World 180 Fleet Street E.C.4.

REPRESENTATIVES WANTED

A. BAVEYSTOCK & CO. LTD. require a representative for Oxfordshire, Berkshire, Wiltshire, Hampshire, Dorsetshire, Sussex and Southern part of Surrey.—Applications to be in writing with full information to: Teesdale Works, Fairfield Road, Bow, London, E.3.

CARPETS AND LINOLEUM—WHOLESALE

WELL-ESTABLISHED FIRM, WELL-KNOWN IN THE TRADE, LARGE STOCKISTS, REQUIRE THE SERVICES OF AN EXPERIENCED REPRESENTATIVE FOR THE LONDON AREA. SUBSTANTIAL REMUNERATION ON BASIS OF COMMISSION AND EXPENSES.

APPLY IN STRICT CONFIDENCE TO BOX No. 9376 FURNISHING WORLD 180 FLEET STREET E.C.4.

REPRESENTATIVE REQUIRED. FOR THE NORTH-EAST COAST. ONLY MEN OF FIRST-CLASS STANDING NEED APPLY.—APPLICATIONS IN WRITING, STATING PREVIOUS EXPERIENCE, ETC., TO: EXELOAK, LIMITED, SALES DIRECTOR, GARMAN, ROAD, TOTTENHAM, N.17.

LONDON Feather Pillow Specialists require representatives calling on furnishers, stores, drapers, etc., for Home, Southern and Eastern Counties, including North and South London. Variable commission basis to start, and modest contribution towards expenses after a short trial period. Established connections handed over. Car owner essential and resident on ground—State fully in confidence in first letter, type of other agencies, make and year of car, experience and connection. Box No. 9434 Furnishing World 180 Fleet Street E.C.4.

REPRESENTATIVES WANTED

DURHAM AND NORTH-EAST YORKSHIRE

REPRESENTATIVE REQUIRED. MUST BE CAR OWNER AND HAVE ESTABLISHED KITCHEN FURNITURE CONNECTIONS, CARRYING NOT MORE THAN ONE OTHER HOUSE.—FULLEST DETAILS IN WRITING: MANAGING DIRECTOR,

BEATALL FURNITURE, LIMITED, PENHALL ROAD, CHARLTON S.E.7

ESTABLISHED manufacturers of good medium bedroom suites require a representative for Northumberland and Durham. Only first-class men considered. Applicants must have established connections in this area, and own car. —Write giving fullest details, in confidence, to: Box No. 9423 Furnishing World 180 Fleet Street E.C.4.

H. GOLDICH & SONS, manufacturers of good medium oak and walnut bedroom suites, require an experienced representative for Yorkshire. Applications invited from first-class men only, residing in the territory, having established connections, and own car.—Fullest particulars please, in confidence, to: Bradshaw Mill, Greengate, Middleton Junction, Manchester.

LEADING Lancashire manufacturers of bedroom furniture require a fully experienced representative for the Midlands. Only first-class men with sound connections and residing in the area will be considered. Must be car owner. Please state counties covered, and fullest information possible, which will be treated in confidence, to: Box No. 9420 Furnishing World 180 Fleet Street E.C.4.

MILWOOD FURNITURE WORKS

SOUTH WALES AREA.

EXCELLENT OPPORTUNITY FOR LIVE REPRESENTATIVE TO TAKE OVER LARGE EXISTING CONNECTIONS IN THE SOUTH WALES AREA FOR OAK DINING SETS. APPLICANTS MUST BE RESIDENT ON GROUND AND CAR OWNER.—APPLY IN WRITING ONLY TO: SALES DIRECTOR, MILWOOD FURNITURE WORKS, BEACHY ROAD, OLD FORD, E.3.

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REPRESENTATIVES WANTED

LEADING NATIONALLY KNOWN FURNITURE MANUFACTURERS OFFER A WONDERFUL OPPORTUNITY, REQUIRING TWO FIRST-CLASS REPRESENTATIVES FOR THE FOLLOWING TERRITORY:—
1 — EASTERN COUNTIES.
2 — MIDLANDS.
APPLICANTS MUST RESIDE ON THE TERRITORY, CAR OWNERS, AND BE KNOWN TO ALL LEADING BUYERS AND BE CAPABLE OF MAINTAINING AND IMPROVING LARGE EXISTING TURNOVER. SALARY AND COMMISSION OR COMMISSION ONLY AND ONE OTHER NON-COMPETITIVE HOUSE BEING ALLOWED. — WRITE GIVING FULLEST DETAILS, AGE, PREVIOUS EXPERIENCE, ETC., IN STRICTEST CONFIDENCE TO: BOX NO. 9428 FURNISHING WORLD 180 FLEET STREET E.C.4.

REPRESENTATIVES required by old-established firm of mirror manufacturers to sell their exclusive range of wall mirrors at competitive prices. Good commission. Full support given to the right men. Areas vacant: Yorkshire, Midlands, South-West, South Wales, North-East.—Box. No. 9427 Furnishing World 180 Fleet Street E.C.4.

REPRESENTATIVES required for whole of Great Britain for high class exclusive furniture. — Box No. 9438 Furnishing World 180 Fleet Street E.C.4.

SITUATIONS WANTED

GENTLEMAN requires permanent and Progressive position, fully experienced furniture, carpets, soft furnishings, etc., in sales, buying, contracts; flair for display; unusually keen and expert salesman all departments, preparation of schemes, estimating, negotiations, will consider any reasonable offer, etc.—Box No. 9417 Furnishing World 180 Fleet Street E.C.4.

FOR SALE

CURVED corrugated iron ex-Army nissen type huts 36 ft. x 16 feet—£81. 36 ft. x 24 ft—£144. Delivered radius 150 miles London. Other buildings available.—Universal Supplies (Belvedere) Ltd., Crabtree Manorway, Belvedere, Kent. Erith 2948.

DUST SHEETS

BRAND New Unbleached Heavy Twill. Sizes 12 ft. x 6 ft. and 12 ft. x 9 ft. Also Tarpaulins Brand New 1st Quality Jute, size 18 ft. x 12 ft. All for immediate delivery.—S. Alter, 19 Oakley Avenue, Ealing, W.5. 'Phone ACO. 1788.

FOR SALE

PLASTIC SHEETING, plain or embossed. Piping Strapping, Suedeen, Lining, Binding, Accessories, etc. Leathercloth, Textile Piece Goods, Large Remnants, Stock Lots and Special Bargains. Callers and inquiries invited.—D. Meyer, 58 Gt. Marlborough Street, W.1. Tel.: Gerrard 3391.

R. WOOLFSON & SON,
177 HAGGERSTON ROAD, E.8.
CLIssold 6522/3.
FURNITURE BLANKET WRAPPERS:—
Approx 60" x 80", 4 lbs. from 4s. 6d. each.
Approx. 60" x 40", 2 lbs. 2s. 3d. each.
Prices ex warehouse.

BUSINESSES FOR SALE

FOR SALE: Established Retail House Furnishers in Preston, Lancashire. H.P. and Cash Trade. Prominent Corner Site. Lease up to 21 years. Book Debts for Sale. Stock optional.—Apply Box No. 9373 Furnishing World 180 Fleet Street E.C.4.

NEAR BIRMINGHAM — Furniture and furnishing business on main Birmingham Road in industrial town scheduled for expansion. Plans have been passed by this local council for the erection of additional double storey showrooms with 12 further display windows, making this an ideal site for the multiple store—Principals only need reply: Box No. 9437 Furnishing World 180 Fleet Street E.C.4.

MACHINERY FOR SALE

LATEST MODEL SCHUBERT. Tapeless veneer edge glueing machine complete with glue applicator. Brand new. Never used in production. Purchase price, £1,125. Will accept reasonable offer.—Wavex Engineering Ltd., Tottenham, N.17. TOT. 3674.

ONE KIRCHNER motorised overhand planer, ball bearings, 3 horse-power motor, 400 volts 3 phase, 50 cycles, with two spare pairs knives; can be seen running.—Smith & Co., Ltd., Richardson Street, High Wycombe. Tel.: 216.

MACHINERY FOR SALE

FOR DISPOSAL: Surplus to our requirements:
WADKIN SPINDLE, Motorised 2 belts.
WADKIN ROUTER, Motorised with frequency changer.
WADKIN SAW SHARPENER, Motorised.
INTERWOOD ROUTER, Motorised with frequency changer.
SUMMERS PRODUCTIONS,
Garman Road, Tottenham, N.17.
Telephone: Tottenham 5201/5.

FINANCE

INCREASE YOUR SALES. Offer your customers easy payment facilities. For finance, security, expert advice, apply to.—Parmill, Ltd., 37 Cheapside, London, E.C.2. CITy 3353.

LIVERPOOL Limited Company. Modern factory, drying kilns, equipped frames and cabinet making, etc. Now operating profitably. Previous explainable losses £10,000 allow tax free trading. Shortage of working capital invites suggestions from individual or company for application of assets to mutual advantage.—Box No. 9432 Furnishing World 180 Fleet Street E.C.4.

AUCTION SALE

SALES BY AUCTION of textiles, haberdashery, smallwares, clothing, underwear, wearing apparel, footwear, piece-goods and household linen at new Auction Premises to be opened at 2 Minories, Aldgate, London, E.C.3. First sale on September 16 and fortnightly thereafter. Payment guaranteed four days from sale date. Kindly send details of surplus, sub-standard or redundant stocks of any of the above and any allied lines to.—Textile & Haberdashery (Auctions), Ltd., 2 Minories, Aldgate, London, E.C.3. Tel.: ADVance 1103.

MANUFACTURING RIGHTS

NEWLY DESIGNED reclining chair, protected, large sales envisaged. Designer will grant rights of manufacture and selling.—Box. No. 9433 Furnishing World 180 Fleet Street E.C.4.

TRADE MARKS

TRADE MARKS
THE TRADE-MARKS REGISTRATION AGENCY
(J. A. T. CATON & SONS)
53 KING WILLIAM STREET, LONDON, E.C.4
TRADE MARK REGISTRATION AGENTS
Phone: MAN. 4443

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CLASSIFIED ADVERTISEMENTS CONTINUED FROM PAGE 102

SERVICES AND SUPPLIES

LOUIS MOREAU (THE QUILTERS), LTD., 641 HIGH ROAD, N.17, TOTTENHAM 1337. QUILTING ALL STYLES: DOWN-QUILTS RE-COVERED.

"QUILTABILITY"

WESTERN EMBROIDERIES

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TRADE QUILTERS WITH A REPUTATION

FULham 1872.

The Specialists For

HAIR CARPETING

DAVID A. CADENHEAD & SON

116, 120, 122, 126 and 132 Camberwell Road, London, S.E.5

"CORD" IALLY YOURS

Telephone RODney 5751/4

WANTED

FURNISHING BUSINESS with considerable turnover welcomes manufacturers' catalogues for all classes of furnishings (including office).—Crowhide, Ltd., 9-13 Brunswick Road, Shoreham - by - Sea, Sussex.

WANTED

PLYWOOD OFFCUTS. WES. 1612.

SAWBENCH 10". WESTERN 1612.

SMALL Furniture Shop Just Opened would like catalogues of dining-room suites, bedroom suites, kitchen cabinets, glass cabinets and dining chairs. Require quick delivery.—C. Pluck, 8 Hampton Street, Birkenhead. Tele. 1317.

WANTED. FRASER OR OTHER TYPE, AUTOMATIC WIRE WEAVING MACHINE FOR WEAVING 21 g. MESH, FOR THE MATTRESS TRADE. —BOX NO. 9436 FURNISHING WORLD 180 FLEET STREET, LONDON, E.C.4.

WANTED. Job stocks for furniture; any area; spot cash; we collect.—Ro-La Furnishing Co., Ltd., 155 Bethnal Green, London, E.2 (Bishopsgate 8623).

WORK WANTED

SHAPED AND FLAT VENEERING done to the trade.—Call or telephone Veneer Pressing, Ltd., 45 Virginia Road, E.2. Sho. 6800.

BUSINESS WANTED

WANTED. LARGE OR SMALL FURNITURE BUSINESSES. H.P. or cash with existing staffs (if desired) in North Midlands, Lancs, Yorks and North-East Coast. All correspondence treated as strictly confidential.—Managing Director, Ridings Stores, Ltd., 5-11 Richmond Grove East, Longsight, Manchester, 12.

STOCKS WANTED

ONE-MAN BUSINESS wants to buy surplus stocks for cash. Bedroom suites and dining-room suites, coffee tables, television tables. For Spot Cash. Will call immediately. 'Phone WAT. 6177. Established over 60 years.

PREMISES WANTED

LARGE OR SMALL chain of shops required suitable for the sale of furniture and radios, etc.; also interested in single units, situated in main thoroughfares in busy industrial districts or towns throughout the country; would consider long leases or purchase of property.—Details to Box No. 9108 Furnishing World 180 Fleet St. E.C.4.

STOCKS FOR SALE

HARDWOOD dowels and pine broom handles. Best imported quality. Comprehensive range. Diameters and lengths. Prompt delivery. Samples and price list on request. Large discounts for bale lot orders.—Wessenden Products Ltd., Alresford, Hampshire.

JAPANESE LAUAN PLYWOOD, 72 in. x 36 in. 46s. 100 sq. ft. Nigerian Walnut Veneered one side 72 in. x 48 in. 1s. sq. ft. 4 mm. Russian Birch, B. quality, 59s. 6d. 100 sq. ft. in following sizes: 50 in x 50 in., 58 in x 58 in., 60 in x 48 in. —Spiers, 330 Hackney Road, London, E.2. Telephone: Shoreditch 8791-2-3-4.

SEE PAGES 100, 101 & 102 FOR FURTHER CLASSIFIED ADVERTISEMENTS

AUTOMATIC WOODTURNING CO., LTD.

KNOWLES ST., MILLFIELD ROAD, WIDNES, LANCASHIRE · *Phone: WIDNES 2871*

TURNED & TWISTED LEGS · TABLE & STANDARD LAMPS · KEEN QUOTATIONS TO THE FURNITURE TRADE

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BUY THE BEST

BENTWOOD
OFFICE & RESTAURANT FURNITURE

B.18 Chair. Polished Walnut or Light Oak.

B.87

B.10. ARM-CHAIR. Striped seat, 16" Circular. Polished Walnut or Light Oak.

B.195½. SEMI-ARMCHAIR. Striped seat, 14" x 15"

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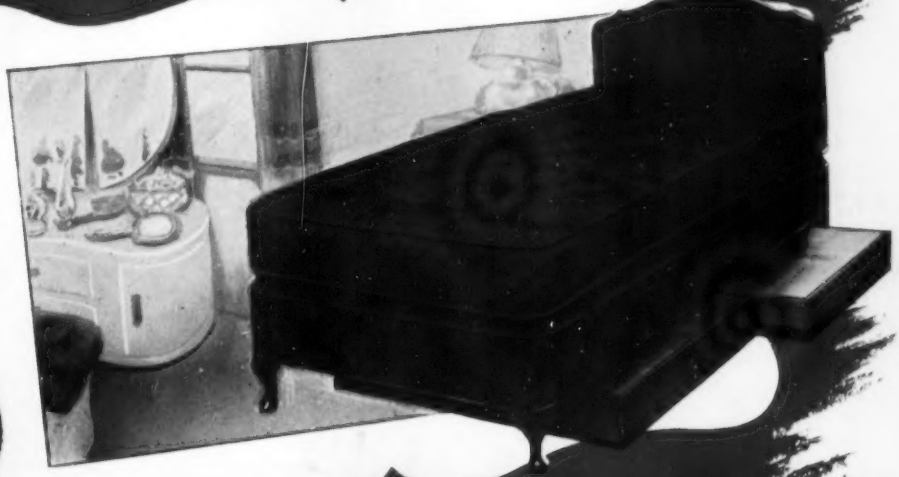
THE BENTWOOD CHAIR SUPPLY CO. LTD.

Wholesale and Export Manufacturers

108 EUSTON ROAD, LONDON, N.W.1. Telephone: Euston 2558/9

Published by the Proprietors, Trade Chronicles, Ltd., at their Offices at 180 Fleet Street, E.C.4. Telephone: Chancery 8844.
Printed by Samuel Temple & Co., Ltd., 271b King Street, Hammersmith, W.6.

The Makers of 'Sleepsounda' celebrate



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"SERVICE" IS OUR WATCHWORD

MORRIS CHARKHAM LTD.

B S 1877

FALCON WORKS, YORK ROAD, BATTERSEA, S.W.11. BATtersea 2027-9

Sleepsounda Works, Haviland Road, Boscombe, Bournemouth. Boscombe: 37438

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"SUPER COMFORT"

Pillow

MILLIONS will be reading about the fabulous comfort of the Dunlopillo Pillow during the concentrated advertising campaign which will be appearing during the next few weeks in the National Press and National-circulation Magazines. Be sure you have the Dunlopillo Pillow in the forefront of your displays. Make full use of the special display material, consumer leaflets and stockists advertisements.

From now on there'll be a great new surge of sales for the Dunlopillo Pillow. Be sure to get your share of this new business by ordering now.

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